

PREFACE

This report is one of a group of studies conducted by the Sample Survey Research Branch, Research Division, Statistical Reporting Service (SRS), U. S. Department of Agriculture (USDA), to determine consumer reactions to agricultural products. The project was designed to provide guidelines for education and information programs and product improvement research.

The study was conducted under the general direction of Margaret Weidenhamer and L. Yvonne Clayton. Lawrence Pope assisted in developing plans for it. Advice was provided in the planning stage by subject matter specialists in USDA and representatives of dairy associations including the American Dairy Association and Milk Industry Foundation. Crossley Surveys, Inc., under contract with USDA, collected and tabulated the data; Staats Abrams and Carol Finn supervised these phases of the study.

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HIGHLIGHTS

Widespread consumer misinformation about the percentage of fat in dairy foods was uncovered in a nationwide sample survey. For example, regular whole milk, which is about 3.5 percent fat, was incorrectly described as containing 20 percent or more fat by 7 in 10 homemakers. The fat content of ice cream, too, was grossly overestimated by a majority of respondents. Low-fat fluid milk was the only product for which many homemakers gave an accurate answer--perhaps because the label on some low-fat milk indicates the fat content.

Slightly more than one-third of the homemakers said weight watching influenced food choices for one or more household members. Of this proportion, between one-third and one-half indicated that household members concerned about their weight cut down or avoided using cream, butter, and regular whole milk.

Selecting from a list of descriptive statements, homemakers characterized butter, table cream, ice cream, and regular whole milk as high in fat and calories and not good for people watching weight. These statements were chosen more often for whole milk than for margarine or American cheese. Low-fat fluid milk, ice milk, and powdered nondairy coffee creamer were described in opposite terms.

At the same time, a majority of homemakers credited regular whole milk with building strong teeth and bones and labeled it high in calcium and important in a balanced diet. About half described whole milk and American cheese as high in protein. Surprisingly, 8 in 10 respondents said adults should drink at least 2 glasses of milk a day--the amount recommended by USDA. However, roughly half the respondents said adults in their households were not drinking as much milk as they should.

In general, homemakers identified the inviting qualities of imitation dairy products as price, calorie count, convenience, and keeping characteristics. On the other hand, they appraised genuine dairy items as superior to imitations in taste, food value, and purity or absence of harmful additives.

Consumer reactions to eight new dairy product concepts were explored. The homemakers interviewed reacted most favorably to the concept of a chocolate-covered milk bar containing the same food value as a glass of whole milk; better than 6 in 10 said they would buy it if it were available. Approximately half the homemakers surveyed indicated their receptivity to skim milk cheese, dry whole milk, long-lasting milk, and powdered real cream. Less interest was shown in concentrated milk, long-lasting cream, and concentrated cream.

HOMEMAKERS' OPINIONS ABOUT DAIRY PRODUCTS AND IMITATIONS:
A NATIONWIDE SURVEY

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INTRODUCTION

This study of homemakers' opinions about dairy and imitation dairy products was undertaken to provide insight into ways of planning programs of research, education, and information for the mutual benefit of the consumer and the dairy industry.

Findings are based on personal interviews with 2,219 homemakers from mid-June through July 1970. These homemakers were from a cross section of private households in both rural and urban areas throughout the conterminous United States. Respondents were selected entirely by area probability sampling procedures. The eligible respondent was defined as the household member who usually decides which foods are to be bought for the household's use. This definition permitted some male respondents to be included in the study. For reporting convenience, however, terms such as "homemakers," "consumers," and "women" are used to refer to all respondents. The words "household" and "family" are used interchangeably. A complete description of the sampling procedures used is presented in the appendix.

In interpreting the results of this study, as in all surveys where a sample is interviewed rather than the total population, the findings are subject to error. Sampling reliability is discussed in the appendix.

The data are subject also to error in response and reporting. Some homemakers may have erred in reporting from memory on whether they had used certain products and, if so, the amounts used. For example, although respondents were cautioned when questioned on their use of low-fat fluid milk that this did not mean dry nonfat milk or skim milk, there may have been some confusion in identification. And when a homemaker said she used a given amount of a product per week, she was describing what she considered to be her usual practice, even though factors such as price or availability may occasionally alter this habit. However, since this study was not intended to provide consumption figures, but rather to gather data about attitudes and impressions homemakers have toward various dairy products and imitations, the statements made were accepted as given.

Summary tables are included throughout the text. Some percentages have been presented which do not add to 100 percent, and some subcategories do not add up to the percentage for the entire category. This occurs because only

highlights are presented in such tables. Multiple responses account for percentages on some tables adding to more than 100 percent and for subcategories adding to more than percentages shown for the entire category. All percentages are based on the total sample of 2,219 except as noted.

The discussion focuses on those results that appear to contribute most to an understanding of homemakers' opinions about dairy products and imitations. Data are discussed with reference to demographic characteristics when results indicate either large differences or slight differences where larger ones might have been expected. References in parentheses are to the numbered questions in the questionnaire and to the tabulations which summarize answers. Both the questionnaire and the tabulations are in the appendix following the description of the sample. (Not all questions are shown in tabular form.)

FAMILY MEMBERS' NEED AND USE OF MILK

Perceived Need for Milk

Homemakers were presented a card listing 11 statements that might describe a person's need for milk. These statements ranged from "should drink 8 or more glasses a day" to "milk is more harmful than good for health." Respondents were asked to consider in turn the needs of adults, teenagers, and children for milk, selecting in each case the statement best reflecting their opinion. A caution concerning the interpretation of milk usage should be raised. The question posed did not define the size of glass as 3 ounces (half pint); thus, some homemakers may have been referring to smaller or larger glasses.

Nearly every homemaker (95 percent) stated that children need at least 3 glasses of milk a day--the amount USDA recommends for preteens.^{1/} Over half the respondents felt children should drink 5 or more glasses of milk daily.

Better than 7 in 10 homemakers said teenagers need at least 4 glasses of milk a day--the amount USDA recommends for teenagers.^{1/} About 9 in 10 respondents thought teenagers should drink at least 3 glasses a day.

About 8 in 10 respondents said adults need at least 2 glasses of milk a day--the amount recommended by USDA.^{1/} On the other hand, 1 in 10 homemakers stated that adults "can get all the milk needed in foods like cheese and ice cream" or "milk has no real bearing on health needs."

In response to another question, nearly half the respondents said that adults in their households were not drinking as much milk as they should. Principal reasons cited for adults not drinking enough milk were preference for another beverage, negative feeling about milk's flavor, and concern about health and diet. Older homemakers were more likely to give diet and health reasons; younger ones were likely to mention taste.

(Questions 7a,b,c, and 8a,b)

^{1/} Family Fare: A Guide to Good Nutrition, Consumer and Food Economics Research Division, Agricultural Research Service, USDA (revised January 1970).

Family Members' Use of Milk

According to homemakers' reports of individual consumption, 86 percent of the family members drank milk each day--70 percent drank regular whole milk, 14 percent drank low-fat milk (not dry nonfat or skim), and 11 percent drank some other type of milk. The categories of milk usage do not add to 86 percent, because some respondents drank more than one type of milk.

Respondents were asked to estimate the amount of different milks each household member drank. A card which listed 10 statements ranging from "8 or more glasses a day" to "never drink it" was used.

Approximately half the members of the sample households drank 2 or more glasses of regular whole milk a day, based on homemakers' estimates. However, 3 in 10 individuals reportedly did not drink regular whole milk.

Nearly 4 in 10 adults drank no whole milk, according to homemakers. Better than 3 in 10 adults reportedly drank 2 or more glasses of whole milk daily. Men apparently drank more whole milk than women; 46 percent of the men reportedly drank 2 or more glasses of whole milk a day, while only 27 percent of the women drank this amount.

Respondents indicated that about 4 in 10 teenagers drank 4 or more glasses of whole milk daily, and about 2 in 10 drank no whole milk. Half the male teenagers reportedly drank 4 or more glasses of whole milk daily, while only a fourth of the female teenagers did. In fact, 3 in 10 teenage girls drank less than 1 glass of regular whole milk a day, according to homemakers.

Better than 6 in 10 children reportedly drank 3 or more glasses of whole milk daily. About 1 in 10 apparently never drank whole milk. Patterns of milk drinking did not seem to differ between boys and girls in the sample.

(Questions 22a,b,c,e)

HOUSEHOLD USE OF REGULAR WHOLE, LOW-FAT FLUID, AND IMITATION MILK

Regular Whole Milk

Almost every sample household (98 percent) had used regular whole milk at some time. Eighty-nine percent of the homemakers said they had used it in the 12 months preceding the interview; while 75 percent reported having it on hand at the time of the interview.

(Questions 9a,b, and 11c)

Homemakers who said they had used whole milk in their homes in the past year were asked why they bought it for their families. Over 6 in 10 respondent mentioned that whole milk contributed to good health. Most of these respondents made general statements about its food value or mentioned specific nutrients such as protein or calcium. About half the respondents gave taste as a reason for purchase.

(Question 10)

Homemakers who said they had not used whole milk in their homes in the past year cited dietary-health concerns--mainly, "too high in calories"--as the major reasons for nonuse.

(Question 9c)

For purposes of analysis, households were grouped into four categories based on their reported weekly usage of regular whole milk and, accordingly, termed nonusers, light users (less than 4 quarts per week), medium users (4 to 9 quarts per week), and heavy users (10 or more quarts per week).

Households characterized as heavy users of regular whole milk comprised 31 percent of the sample; yet they reportedly consumed 69 percent of the whole milk used in sample households in an average week. The following tabulations show the percentages of households designated heavy, medium, and light users of regular whole milk, the proportion of regular whole milk used by each group, and selected uses of whole milk in these households:

	<u>Percentage of respondents</u>	<u>Proportion of regular whole milk used</u>		
	<u>-----Percent-----</u>			
Heavy (10 or more quarts per week)	31	69		
Medium (4 to 9 quarts per week)	34	25		
Light (less than 4 quarts per week)	24	6		
<u>Households using regular whole milk</u>				
	<u>All users</u>	<u>Light</u> <u>Medium</u> <u>Heavy</u>		
	<u>-----Percent-----</u>			
For drinking	88	59	95	99
In baking or cooking	81	69	81	88
On cereals, in coffee or tea	88	73	91	96
In milk shakes, malts or hot chocolate	51	23	50	75

(Questions 11a,b)

Low-Fat Fluid Milk

More than 7 in 10 homemakers surveyed stated they had heard of low-fat fluid milk (respondents were cautioned that this was not to include dry nonfat milk or skim milk). About 4 in 10 respondents said they had used it at some time, 3 in 10 said they had used it in the previous year, and fewer than 2 in 10 reported having it on hand at the time of the survey.

(Questions 12, 13a,b, and 15c)

Fifty-five percent of the homemakers who said they had used low-fat fluid milk in the preceding year gave "low in calories" as a reason for purchase; similar proportions--about 15 percent--mentioned its taste or consistency and noted that it is "less expensive."

(Question 14)

Homemakers who said they had not used low-fat fluid milk at home in the previous year were concerned primarily with taste or consistency and health and dietary factors. Most of those who mentioned reasons falling into the latter group characterized low-fat milk as less nourishing or explained it is only to be used when on a diet.

(Question 13c)

Of homemakers who said they used low-fat fluid milk in their homes, 80 percent used it "for drinking"; 58 percent used it "on cereals, in coffee or tea"; 48 percent used it "in baking or cooking"; and 23 percent used it "in milk shakes, malts or hot chocolate."

(Questions 15a,b)

Imitation Milk

Interviewers read the following definition of imitation milk to the homemakers:

"...a beverage product where milk fat has been removed and replaced by vegetable fat--sometimes called imitation milk."

One in 5 homemakers interviewed had heard of imitation milk. However, only 4 percent of the respondents said they had used it in their homes at some time, and only 2 percent reported having used it in the 12 months preceding the interview.

(Questions 17 and 18a,b)

SOME FACTORS AFFECTING USE OF IMITATIONS

"You probably know about several imitation dairy products like nondairy creamers and whipped toppings. Do you think that the number of homemakers using these imitation dairy products is increasing, decreasing, or remaining about the same?"

A majority of respondents (70 percent) predicted that the number of homemakers using imitation dairy products would increase; only 4 percent forecast a decrease; and 23 percent felt that the number using imitations would remain about the same. Larger proportions of more highly educated women and those with higher family incomes predicted more widespread use of imitations.

(Question 5a)

The impact of imitation dairy products on the market prompted a general exploration of homemakers' opinions about overall differences between genuine and imitation dairy products that would encourage the use of each. Homemakers were given a list of the following qualities:

Taste	Food value
Calorie count	Saving refrigerator space
Price	Purity, absence of harmful additives
Keeps well	Convenience, ease of use
Cholesterol	Availability
Advertising	Appearance

Then they were asked, "Which of these qualities, if any, would encourage some homemakers to use imitation dairy products?" and "Which of these product qualities would encourage other homemakers to use genuine dairy products instead of imitations?"

Generally, homemakers appraised genuine dairy products as superior to imitations in taste, food value, and purity or absence of harmful additives. They identified the advantages of imitation dairy products as price, calorie count, convenience or ease of use, and keeping characteristics.

The following tabulation shows percentages of respondents who attributed specified characteristics to genuine or imitation dairy products:

	<u>Encourage use of</u> <u>genuine dairy products</u>	<u>Encourage use of</u> <u>imitation dairy products</u>
	<u>Percent</u>	
Taste	84	22
Food value	66	12
Purity	45	7
Price	14	62
Calorie count	8	61
Convenience	11	60
Keeps well	13	54

None of the other qualities listed were selected by enough homemakers to be deemed a deciding factor in the overall picture. However, genuine dairy products led on appearance (29 percent vs. 10 percent); while imitations were ahead on advertising (24 percent vs. 12 percent), saving refrigerator space (26 percent vs. 4 percent), and cholesterol (22 percent vs. 6 percent).

(Questions 5b,c)

USE OF SELECTED DAIRY AND IMITATION DAIRY PRODUCTS

Butter vs. Margarine

Virtually every homemaker interviewed had heard of margarine and butter. When asked about use of these two products in their homes, 96 percent of the respondents said they had used margarine at some time and nearly as many (93 percent) indicated they had used butter. However, while more than 9 in 10 homemakers reported use of margarine in the previous 12 months, the proportion indicating use of butter during the same period dropped to 7 in 10. About 85 percent of the homemakers reported having margarine on hand, while only half as many (43 percent) said they had butter in their homes at the time of the interview. Respondents from large metropolitan areas and those with higher family incomes were more likely to report having butter on hand.

Table Cream and Half-and-Half vs. Nondairy Creamers

Almost everyone surveyed had heard of table cream, half-and-half, and powdered nondairy coffee creamers; 7 in 10 homemakers were aware of liquid or frozen nondairy creamers.

Powdered nondairy coffee creamers seem to have reached a sizable consumer acceptance level. While equal proportions of homemakers--7 in 10--reported use of table cream and half-and-half, nearly as many--6 in 10--said they had used powdered coffee creamers. Roughly one-fourth of the respondents indicated they had used liquid or frozen imitation table cream.

Approximately equal proportions of homemakers--about 4 in 10--reported having used table cream, half-and-half, and powdered nondairy coffee creamers during the preceding year. However, 3 in 10 homemakers said they had powdered coffee creamer on hand at the time of the interview, while equal proportions--only 1 in 10--indicated they had table cream or half-and-half on hand. Fewer than 2 in 10 homemakers said they had used liquid or frozen imitation table cream in the previous year, and very few (4 percent) claimed to have it on hand.

Table cream was more likely to be used in high income households than in low or middle. Use of half-and-half was more characteristic of homemakers with higher family incomes, those with more education, and those living in large metropolitan areas; on the other hand, homemakers under 30 were less likely to use half-and-half. Use of powdered nondairy coffee creamers was more prevalent among better educated homemakers and those living in rural areas. Those with lower incomes were not as likely to have powdered nondairy coffee creamers on hand.

Real Cream Whipped Topping vs. Imitation Whipped Creams

Most respondents were aware of real cream whipped topping in an aerosol can, frozen nondairy whipped topping (often called imitation whipped cream), and nondairy whipped topping in an aerosol can (often called imitation whipped cream).

Frozen imitation whipped cream was slightly ahead of the other two products in reported incidence of use during the previous year. The following tabulation summarizes usage patterns for the three toppings:

	<u>Real cream whipped topping in an aerosol can</u>	<u>Frozen imitation whipped cream</u>	<u>Imitation whipped cream in an aerosol can</u>
	<hr/> -----Percent----- <hr/>		
Heard of	88	88	87
Ever used	61	57	49
Used in past 12 months	38	45	30
On hand	6	13	5

Larger proportions of homemakers in households with children and those with higher family incomes reported using whipped toppings--both real cream and imitation. Real cream whipped topping enjoyed greater popularity in urban areas. Both nondairy whipped toppings were more likely to be used by better educated respondents. Homemakers in small urban areas seemed more likely than those in large urban or rural communities to use frozen nondairy whipped topping. Finally, respondents in the 60-plus age group were much less likely to have tried any whipped toppings.

Ice Cream and Ice Milk

Ice cream seems universally popular. Virtually all respondents had heard of it; better than 9 in 10 had used it at home in the previous 12 months; and nearly 6 in 10 claimed to have it on hand at the time of the interview. Higher income households, those including children, and those with better educated homemakers were more likely to have ice cream on hand, according to results of the survey.

While most respondents (95 percent) had heard of ice milk, fewer than 7 in 10 had ever used it in their homes. Nearly 5 in 10 homemakers reported using it in the past 12 months, but only 1 in 10 said they had it on hand. Higher proportions of homemakers in rural areas and those in households with children reported using ice milk in the previous year.

American Cheese, Cottage Cheese, and Other Types of Cheese

Like ice cream, American cheese appears universally popular. Virtually every respondent had heard of it, and better than 9 in 10 reported using it in the previous year. Nearly 7 in 10 homemakers said they had it on hand. Homemakers with higher family incomes, those with better educations, and those in households including children were more likely to report having American cheese on hand.

Virtually all respondents were aware of cottage cheese; 9 in 10 had used it at some time in the past; and more than 8 in 10 reported using it during the previous year. However, fewer than 4 in 10 homemakers said they had it on hand. More highly educated homemakers and those with higher household incomes were more likely to have cottage cheese on hand. Those living in rural areas were less likely to have it on hand.

Nearly every respondent was aware of cheeses other than American and cottage. About 9 in 10 homemakers had used other cheeses at some time in the past, and almost 8 in 10 reported using them in the previous 12 months. Better than 4 in 10 homemakers said they had cheese other than American or cottage on hand. Higher proportions of households including children, those with higher incomes, and those with more highly educated homemakers had cheese other than American or cottage on hand.

(Questions 21a,b,c,d)

HOMEMAKERS' IMAGE OF SELECTED DAIRY AND NONDAIRY FOODS

The survey attempted to uncover consumer opinions which affect dairy product usage. Homemakers were asked to indicate their opinions by selecting from a list the descriptive phrases they associated with each of 12 foods, whether they had used them in their homes. There were seven dairy products--regular whole milk, low-fat fluid milk, table cream, ice cream, ice milk, butter, and American cheese--and two well-known imitations, regular margarine and non-dairy powdered creamer. Other products on the list were eggs, orange juice, and white bread, which were included as "controls" to aid in analyzing the data.

The basis of this aided-recall technique was a list of 20 descriptive phrases--stated both favorably and unfavorably--that might apply to these products. Respondents were free to choose as many or as few as they wished. Failure to select a particular statement did not necessarily mean that respondents believed its alternative, but rather that the statement was not prominent in their image of the product. To avoid position bias in the questionnaire, two interviewing forms were used with foods and phrases in different sequences. The 20 pairs of descriptive statements presented to respondents are grouped here for the reader's convenience.

For this analysis, the statements on the left are considered favorable and those on the right unfavorable.

Most adults like the taste	Most adults do not like the taste
Most teenagers like the taste	Most teenagers do not like the taste
Most children like the taste	Most children do not like the taste
Low cost per serving	High cost per serving
Good value for the money	Not a good value for the money
Keeps well	Does not keep well
High in protein	Low in protein
High in calcium	Low in calcium
High in vitamins	Low in vitamins
High in iron	Low in iron
Low in calories	High in calories
Low in fat	High in fat
Low in cholesterol	High in cholesterol
Important in a balanced diet	Not important in a balanced diet
Good for people watching weight	Not good for people watching weight
Good for people concerned about heart disease or circulatory problems	Not good for people concerned about heart disease or circulatory problems
Easy to digest	Not easy to digest
Provides long-lasting energy	Does not provide long-lasting energy
Builds strong teeth and bones	Does not build strong teeth and bones
Builds strong muscles and bodies	Does not build strong muscles and bodies

Each of the seven dairy foods and two imitations is characterized here according to the statements selected most often by homemakers to describe it.

American Cheese

Homemakers drew a favorable profile for American cheese; nearly three-fourths of the statements they chose were favorable. Half the respondents said American cheese is high in protein, and almost as many described it as popular with adults and a product that keeps well. Unfavorable statements about American cheese included "high in calories," "high in fat," "high in cholesterol," and "not good for weight watchers"--each mentioned by 2 to 3 homemakers in 10.

(Question 4)

Butter

Butter's main virtue, according to homemakers, is its taste. The statement "most adults like the taste" was chosen by about 4 homemakers in 10. However, some unfavorable statements were selected much more frequently. "High in fat," "high in calories," and "not good for people watching weight" were cited for butter by about 6 homemakers in 10; and almost half the respondents selected "high cost per serving." In addition, about 4 homemakers in 10 described butter as "high in cholesterol."

(Question 4)

The difference between the percentages of butter users and nonusers who described butter as "not a good value for the money" is significant; about one-third of the nonusers selected this unfavorable phrase, while less than one-fourth of the users did so.

(Questions 4 and 21c)

Regular Margarine

Margarine's chief advantages, according to homemakers, lie in the realm of economy. Approximately half the respondents felt that margarine is "good value for the money," "low cost per serving," and "keeps well." Equal proportions of homemakers--about 2 in 10--described it unfavorably as "high in calories" and "high in fat."

(Question 4)

Regular Whole Milk

Regular whole milk is credited by about 7 homemakers in 10 with building strong teeth and bones. Better than half the respondents said it builds strong muscles and bodies, is high in calcium, and important in a balanced diet. Almost as many thought that whole milk is high in vitamins and that most children like its taste. As for unfavorable comments, about 4 homemakers in 10 considered whole milk high in fat and calories and not good for weight watchers.

(Question 4)

The following tabulation shows the phrases selected by significantly higher proportions of nonusers than users to describe whole milk:

	<u>Nonusers</u>	<u>Users</u>
	<u>-----Percent-----</u>	
Not good for people watching weight	48	39
Not good for people concerned about heart disease or circulatory problems	32	18
High in cholesterol	31	22
Number of cases	246	1,973

(Questions 4 and 21c)

Low-Fat Fluid Milk

Roughly 55 percent of the respondents viewed low-fat milk as low in fat and calories and good for weight watchers. No other favorable attribute was selected by more than 3 respondents in 10. About 2 homemakers in 10 reported low-fat milk's taste unpopular with children, teenagers, and adults.

(Question 4)

Ice Cream

Ice cream appears popular with all age groups. About 70 percent of the respondents said "most children like the taste," and roughly 55 percent indicated that most teenagers and adults like it too. No other favorable attribute was mentioned by as many as 4 homemakers in 10.

Nearly equal proportions of homemakers--about 6 in 10--said ice cream is "high in calories" and "not good for people watching weight." Almost as many described it as "high in fat."

(Question 4)

Ice Milk

Homemakers viewed ice milk as "low in calories," "low in fat," and "good for people watching weight"; each of these phrases was mentioned by about 45 percent of the respondents. "Not important in a balanced diet" was the only unfavorable statement selected by as many as 2 homemakers in 10.

(Question 4)

Table Cream

Homemakers etched a predominantly unfavorable profile for table cream. About 6 in 10 respondents described it as high in fat and calories and not good for people watching weight. Roughly 4 in 10 said it is costly to serve and high in cholesterol. The leading favorable comment--"most adults like the taste"--was selected by only 3 in 10 respondents.

(Question 4)

Nondairy Powdered Creamer

A majority of respondents said nondairy powdered creamer keeps well. About 4 in 10 homemakers considered it low in calories and good for people watching weight. Approximately 3 in 10 cited it as low in fat, low in cost per serving, and good value for the money. There were no strong unfavorable impressions of powdered creamer, but about 2 in 10 respondents did describe it as unimportant in a balanced diet.

(Question 4)

Comparisons of Image Characteristics of Selected Products

While respondents were not asked to rank products, it seems likely that in the case of butter vs. margarine, for instance, there may have been some inherent tendency to rank the pair on certain characteristics. With this caution in mind, consider homemakers' impressions of the food value of butter and margarine. The USDA bulletin, Nutritive Value of Foods, indicates that like quantities of regular butter and regular margarine contain the same amount of fat, calories,

calcium, protein, and vitamins.^{2/} But it appears that many homemakers do not consider butter and margarine nutritionally comparable. While over 6 in 10 respondents described butter as "high in fat" and "high in calories," only 2 in 10 so characterized margarine. In fact, about a fourth rated margarine "low in fat" and "low in calories." However, more homemakers considered butter high in calcium, protein, and vitamins than deemed margarine high in these nutrients.

The three control foods included in this image section were eggs mainly because of their cholesterol content; bread, because it generally is considered fattening; and orange juice, because it usually is not thought of as fattening or high in cholesterol. The relationships between four dairy products and these "controls" may be instructive. The following tabulation shows the proportions of respondents who mentioned selected descriptive phrases for the seven foods:

	<u>White bread</u>	<u>Orange juice</u>	<u>Eggs</u>	<u>Whole milk</u>	<u>Table cream</u>	<u>Butter</u>	<u>American cheese</u>
	-----Percent-----						
High in fat	20	2	9	38	61	65	28
Low in fat	7	23	17	3	2	2	8
High in calories	48	10	10	37	58	60	32
Low in calories	3	23	24	3	1	1	9
Not good for people watching weight	55	3	5	40	56	57	22
Good for people watching weight	4	38	39	6	2	2	15
High in cholesterol	10	2	40	23	36	42	21
Low in cholesterol	6	16	4	3	1	1	4
Not good for people concerned about heart disease or circulatory problems	16	2	25	19	29	34	15
Good for people concerned about heart disease or circulatory problems	4	19	7	5	2	2	4

(Question 4)

^{2/} Nutritive Value of Foods, Consumer and Food Economics Research Division, Agricultural Research Service, USDA (revised January 1971).

HEALTH PROBLEMS AND USE OF DAIRY AND NONDAIRY FOODS

Early in the interview--before it became apparent that dairy products were of particular interest in this survey--respondents were shown a list of the following four health problems: Allergies or skin problems; weight watching or trying to lose weight; digestive problems; and concern about heart disease or circulatory problems. Then they were asked, "Which of these problems, if any, make a difference in what you or anyone else in your household eats?"

About 4 in 10 homemakers said that weight watching influenced food choices for one or more household members; about 2 in 10 mentioned problems with digestion; about one-tenth cited allergies; and another one-tenth cited concern about heart disease or circulatory problems.

(Question 3a)

Respondents who mentioned any of these ailments as an influence in food selection for one or more household members were asked to indicate, with the aid of a list, those foods cut down on or avoided because of the specific health problem cited. The list of foods read:

Fried foods	Butter	Cream
Potatoes	Regular whole milk	Salt
White bread	Eggs	Sugar, candy, sweets

Sweets, fried foods, potatoes, cream, and white bread were the leading foods avoided or used less frequently where weight was a problem. Those who mentioned concern about heart problems or digestive difficulties cited fried foods more often than the other items on the list. In households where some members were troubled with allergies, sweets and fried foods led the list of foods used sparingly.

Approximately 1 in 10 homemakers said family members concerned about weight avoided or decreased their use of butter and regular whole milk. Weight watching influenced the use of cream in about 2 in 10 households. The following tabulation shows the percentages of sample households in which one or more family members cut down or avoided using cream, butter, regular whole milk, or eggs because of a concern about a weight, digestive, allergy, or heart condition:

	<u>Weight</u>	<u>Digestion</u>	<u>Allergy</u>	<u>Heart</u>
	<u>Percent</u>			
Cream	18	4	2	5
Butter	12	3	1	5
Regular whole milk	12	2	3	4
Eggs	2	2	2	5
Number of cases	2,219	2,219	2,219	2,219

(Question 3b)

HOMEMAKERS' ESTIMATION OF PERCENTAGE OF FAT IN SELECTED DAIRY AND NONDAIRY FOODS

Respondents were handed a list reading: "No fat," "Up to 5% fat," "Between 5% and 9% fat," "Between 10% and 19% fat," and so on up to "All fat, 100%." Then they were asked, "What percent of fat, if any, do you think is in _____?" for each of the following foods:

Hard boiled eggs
Regular whole milk
Chicken meat (broiled)
Low fat milk
American cheese
Cottage cheese
Packaged ground beef (broiled)
Ice cream

For all foods except low-fat milk, a majority of homemakers surveyed gave an incorrect answer.^{3/} Generally, responses covered a wide range. Medians of the estimates ranged from choices that were too low to gross overestimates.

There was no consistent pattern of over- or under-estimation of the amount of fat in the nondairy foods included as controls. Of the respondents who incorrectly estimated the percentage of fat in the control foods, a large majority overestimated the fat content of chicken, a slight majority overestimated that of packaged ground beef, and a sizable majority underestimated that of eggs.

Estimates of the percentage of fat in selected dairy products also varied considerably. The following tabulation shows the percentage of homemakers selecting "percent of fat" categories for five dairy products:

	Percent of fat in product							
	None	Up to 5	5-9	10-19	20-29	30-39	40-49	50+
	-----Percent-----							
Regular whole milk	1	8*	8	11	13	13	9	33
Low fat milk	11	50*	14	11	5	2	1	2
American cheese	1	6	8	13	15	12*	11	28
Cottage cheese	10	20*	20	17	11	7	4	6
Ice cream	1	2	3	6*	8	10	9	53

*Denotes correct answer.

^{3/} Nutritive Value of Foods (cited in footnote 2) was used as the guideline for the accuracy of answers. The grams of fat in each product were divided by the total weight of the product to determine the correct percentage range of fat.

Regular Whole Milk and Low-Fat Milk

The actual fat content of whole milk and low-fat milk fell into the same category on the questionnaire--"Up to 5% fat." However, only 1 in 10 homemakers selected this category when estimating the percentage of fat in whole milk. Most other respondents--about 7 in 10--estimated the fat content of whole milk at "between 20% and 29% fat" or higher.

Half the respondents chose the correct category for low-fat milk, perhaps because the label on some low-fat milk indicates the fat content; 1 in 10 thought the answer was "no fat"; and 2 in 10 said low-fat milk contained "between 10% and 19% fat" or more.

American Cheese and Cottage Cheese

The fat content of American cheese, which falls "between 30% and 39% fat," was stated correctly by only about 1 in 10 homemakers. Of the remaining respondents, nearly equal proportions underestimated and overestimated.

The fat content of cottage cheese, which falls in the category "up to 5% fat," was estimated accurately by 2 in 10 homemakers. Roughly 7 in 10 homemakers overestimated the percentage of fat in cottage cheese--3 in 10 by a sizable amount.

Ice Cream

Ice cream was characterized by most homemakers as having a very high fat content; almost 6 homemakers in 10 incorrectly estimated ice cream's fat content at "between 50% and 59% fat" or more. Less than 1 homemaker in 10 cited the correct answer--"between 10% and 19% fat."

(Question 6)

NEW PRODUCT CONCEPTS

This study explored consumer reactions to eight new product concepts. A split sample technique lightened the burden on the respondent, i.e., each respondent considered only four of the eight product concepts. Each color-coded version of the questionnaire--blue and white--surveyed a different set of four product concepts:

<u>White</u>	<u>Blue</u>
Dry whole milk	Powdered real cream
Concentrated milk	Concentrated cream
Long-lasting milk	Long-lasting cream
Skin milk cheese	Milk bars

Respondents were asked to "suppose that real dairy products--not imitations--became available in new and different forms." After reading a description of a new product, they were asked the following questions:

- a. If it were available, would you buy (new product)?
- b. Why would(n't) you buy it?
- c. How sure are you that you would buy it--absolutely sure, quite sure, a little doubtful? (If "yes" to Q. a)
- d. Do you think you would use (new product) regularly or just once in a while? (If "yes" to Q. a)
- e. Would you prefer the frozen or sterilized product or wouldn't it make any difference to you? (Asked for concentrated milk and concentrated cream, if "yes" to Q. a)

The data reported simply represent homemakers' reactions to new product concepts. Since little or no attempt was made to inform the respondents as to how these products might be packaged or priced, it would be misleading to conclude that a verbal expression of interest reflects any firm intent to purchase these products.

Relative Interest in New Dairy Products

As shown in the following tabulation, almost two-thirds of the respondents reacted favorably to the concept of a chocolate-covered milk bar containing the same food value as a glass of whole milk. Roughly half the homemakers indicated their receptivity to skim milk cheese, dry whole milk, long-lasting milk, and powdered real cream. Less interest was shown in concentrated milk, long-lasting cream, and concentrated cream.

"If it were available, would you buy (PRODUCT) or not?"

	<u>Would buy</u>
	<u>Percent</u>
Milk bars	63
Skim milk cheese	51
Dry whole milk	49
Long-lasting milk	48
Powdered real cream	45
Concentrated milk	39
Long-lasting cream	36
Concentrated cream	34

With few exceptions, the level of interest shown in each of the above product concepts was similar for various subgroups of the population studied. Younger homemakers, those in households with children and those with higher family incomes were more likely to be receptive to the new product concepts.

(Questions 23a, 24a, 25a and 26a)

Dry Whole Milk

The description of dry whole milk, presented to the respondent on a card, read:

"Dry whole milk is regular whole milk from which all water has been removed. It could be bought as a powder or crystal. It would be cheaper than fresh whole milk and keep for 6 months in the refrigerator or for 6 weeks when not refrigerated. When mixed with the specified amount of water it has the same food value and flavor as fresh whole milk."^{4/}

About half the respondents said that if dry whole milk were available, they would buy it. The concept appealed more to homemakers in households with children and those living in small metropolitan or rural areas. Homemakers in households with children also were more likely to report that they thought they would use it "regularly."

(Questions 23a,c,d)

The major reasons given by homemakers for their interest in buying dry whole milk were that it "would have long lasting qualities" and "would be less expensive." However, better than a third qualified their acceptance of it--mainly with respect to taste.

Lack of interest in purchasing dry whole milk stemmed mainly from homemakers' general preference for fresh, real products (28 percent) and suspicion that it could have an unpleasant taste (27 percent). Some homemakers said it would not be easy to prepare or serve.

(Question 23b)

Powdered Real Cream

"Powdered real cream is real cream from which all water has been removed. It would keep anywhere unopened for 4 months, and after opening, for 2 weeks. It could be added to coffee and would taste like fresh cream. When mixed with the specified amounts of water, it could be used on cereals and desserts like liquid creams."

The concept of powdered real cream appealed to better than 4 in 10 homemakers. Only 1 in 10 indicated they thought they would use it "regularly." Respondents in rural areas were more likely to report that they thought they would use it "regularly" than those in large urban areas.

(Questions 23a,c,d)

^{4/} As presented to the respondent, the definition for dry whole milk was incomplete; it did not indicate that once opened, dry whole milk would have approximately the same shelf life as fresh whole milk.

Convenience would be the prime factor in buying powdered real cream, according to the homemakers who said they would buy it. Particularly, it would have long-lasting qualities and could be on hand if needed. Better than a fourth qualified their acceptance of it--mainly with respect to taste.

About two-fifths of the respondents who said they would not buy powdered real cream made unfavorable comments about the generic commodity, cream, rather than the specific new product form. One-fifth said they "prefer fresh, real products." Equal proportions--about one-tenth--indicated their satisfaction with what is available, their feeling that powdered real cream would have an unpleasant taste, and negative dietary-health factors.

(Question 23b)

Concentrated Milk

"Concentrated milk is regular whole milk which has a large amount of water removed. It can be bought frozen and kept in a freezer up to 6 weeks, or it can be bought sterilized in a can and kept on the shelf unrefrigerated for up to 6 weeks. When the specified amount of water is added, it has the same food value and flavor as fresh whole milk."^{5/}

About 4 in 10 homemakers said they would buy concentrated milk if it were available. The concept appealed more to homemakers in households with children, homemakers under 50, and those with higher family incomes. Of those who said they would buy it, roughly equal proportions--nearly two-fifths--indicated either they would prefer a sterilized form or that the form would make no difference to them. Slightly more than one-fifth indicated preference for a frozen product.

(Questions 24a,c,d,e)

A majority of the homemakers who said they would buy concentrated milk mentioned its convenience as reason for potential purchase; "would have long-lasting qualities" and "could have on hand if needed" were cited most often.

Homemakers who said they would not buy concentrated milk indicated they "prefer fresh, real products" and noted that it "could have an unpleasant taste" and "would not be easy to prepare or serve."

(Question 24b)

^{5/} As presented to the respondent, the definition for concentrated milk was incomplete; it did not indicate that once opened, concentrated milk would have approximately the same shelf life as fresh whole milk.

Concentrated Cream

"Concentrated cream is real cream which has a large amount of water removed. It can be bought frozen and kept in a freezer up to 6 weeks, or it can be bought sterilized in a can and kept anywhere for up to 6 weeks. When the specified amount of water is added, it has the same food value and flavor as fresh cream."^{6/}

About one-third of the homemakers said they would buy concentrated cream; there were no significant differences on this point among the various socio-economic subgroups of the sample studied. Of this proportion, half said they would prefer a particular form and the other half indicated it would make no difference to them. The choices of those who stated a preference were divided almost evenly between the frozen and sterilized forms.

(Questions 24a,b,d,e)

Respondents who said they would buy concentrated cream cited convenience as its major attribute. "Would have long-lasting qualities" and "could have on hand if needed" were the convenience factors mentioned most often.

Unfavorable comments about cream per se (38 percent), rather than the new product form, predominated homemakers' reasons for not wanting to buy concentrated cream. Nineteen percent of those who said they would not buy it perceived concentrated cream as inconvenient in some respect. "Prefer fresh, real products," "could have an unpleasant taste," and "satisfied with what is available" were each mentioned by at least 10 percent.

(Question 24b)

Long-Lasting Milk

"Long-lasting milk has been treated the same as pasteurized milk, except that the methods of heating, packaging and handling will make the milk keep longer in the refrigerator. The food value is the same as regular milk, and the flavor is about the same.

Nearly half the respondents said they would buy long-lasting milk, if it were available. The concept of long-lasting milk appealed somewhat more to young homemakers and those in households with children.

(Questions 25a,c,d)

The prime attribute of long-lasting milk, according to respondents who said they would buy it, would be its long-lasting qualities. However, nearly one-third qualified their acceptance of the concept of long-lasting milk--primarily with respect to taste.

^{6/} As presented to the respondent, the definition for concentrated cream was incomplete; it did not indicate that once opened, concentrated cream would have approximately the same shelf life as fresh cream.

About 3 in 10 homemakers who said they would not buy it declared their preference for "fresh, real products"; approximately 2 in 10 stated they were "satisfied with what is available" and supposed that long-lasting milk "could have an unpleasant taste."

(Question 25b)

Long-Lasting Cream

"Long-lasting cream has been treated the same as pasteurized cream, except that the methods of heating, packaging and handling will make the cream keep longer in the refrigerator. The food value is the same as regular cream, and the flavor is about the same."

Slightly more than a third of the homemakers said they would buy long-lasting cream if it were available. Younger homemakers were more likely than older ones to say they would buy it.

(Questions 25a,c,d)

Better than 6 in 10 homemakers who said they would buy long-lasting cream noted it "would have long-lasting qualities," and about 2 in 10 mentioned it "would be nutritious."

Two-fifths of the homemakers who said they would not buy long-lasting cream gave unfavorable comments about the generic commodity, cream, rather than the new product form. "Satisfied with what is available," "prefer fresh, real products," "could have an unpleasant taste," and "would doubt long-lasting qualities" were each mentioned by 1 in 10.

(Question 25b)

Skin Milk Cheese

"Skin milk cheese is cheese made from milk which has most of its fat removed. It contains more moisture and less milk fat than cheese made from whole milk."

About half the respondents said they would buy skin milk cheese if it were available. More highly educated homemakers and those with higher family incomes were more likely to be receptive to the concept and to say they were either "absolutely sure" or "quite sure" they would buy skin milk cheese.

(Questions 26a,c,d)

Homemakers who said they would buy skin milk cheese attributed their interest primarily to dietary-health factors. They assumed correctly that skin milk cheese would have fewer calories and less cholesterol than cheese made from whole milk. One-fourth qualified their acceptance of the concept of skin milk cheese--mainly with respect to taste.

The major objection raised by homemakers who said they would not buy skim milk cheese was that "it could have an unpleasant taste" (44 percent).

(Question 26b)

Milk Bar

"Milk bar contains all the milk solids in a chocolate-covered candy bar form. It has the same food value as a glass of whole milk."

Nearly two-thirds of the homemakers stated they would buy milk bars if they were available. The younger the homemaker, the more likely she was to be receptive to the concept. Homemakers in households with children and those with higher family incomes also were somewhat more predisposed toward the idea of the milk bar.

(Questions 26a,c,d)

Homemakers who said they would buy the milk bar characterized it as a convenient method, especially for children, of getting the food value of a glass of milk.

Unfavorable comments about chocolate or candy were made by 3 in 10 homemakers who said they would not buy the chocolate-covered milk bar. Another 2 in 10 felt the milk bar "would not be a good method of getting milk."

(Question 26b)

APPENDIX

Sample Design

The 2,219 persons interviewed in this survey were a sample of homemakers living in private households in the United States, excluding Alaska and Hawaii. For this study, a homemaker was defined as the person with major responsibility for the decisions on purchasing food items for household use, and a private household was defined as one where cooking facilities were available. There was no qualification for eligibility with respect to use of dairy products or imitations.

Sampling Method

The defined universe of households was sampled using a multistage stratified area probability design. At each stage the probability of selection was made proportionate to population size. The method was such that each household had an equal and known probability of being selected into the sample. Thus, the sample was self-weighting for projecting to the universe within specific tolerance limits. The sampling frame was stratified by geographic area, population density, and intercensal growth rate.

The sample for this study was drawn from the contractor's master frame of households which was developed along the following lines. All counties in the conterminous States were subdivided into nine census divisions. The counties were then grouped into those that fell into Standard Metropolitan Statistical Areas (SMSA's) and those that did not. Counties in SMSA's were stratified into five population size strata ranging from over 1 million to less than 100,000 population. Nonmetropolitan counties were divided into four groups according to their level of urbanization. They ranged from those that were 50 percent or more urbanized down to counties with no urbanized place. Nonmetropolitan counties were further subdivided into several groupings reflecting the estimated rate of intercensal growth.

With probability proportionate to size, 80 primary sampling units (PSU's--counties or groups of contiguous counties) were selected from the frame formed by the stratification described above. These units contained 180 counties.

The second stage consisted of selecting a sample of several hundred minor civil divisions (MCD's) within the 80 PSU's. These MCD's fell into two groups: those in Bureau of the Census Block Statistics areas and all others. From

MCD's in the Block Statistics areas, individual blocks or groups of blocks were selected with probability proportionate to size. In MCD's not covered by Block Statistics, enumeration districts were selected also with probability proportionate to size. To obtain sample segments (blocks and enumeration districts) of approximately equal size, small blocks were combined, as were small enumeration districts; large ones were systematically subdivided.

For this survey, 506 sample segments were selected; within each sample segment six households (a sample cluster) were predesignated, providing 3,036 sample listing units (SLU's). Then, systematic random procedures were used to designate every nth household as those in which interviews were to be taken. No deviation from specified procedures was permitted.

A differential call-back procedure was used wherein a minimum of four attempts were made on all SLU's located in SMSA's and all other urban areas as defined for census purposes, and at least three attempts were made in those rural areas not included in the SMSA's. No substitutions were permitted for senile households that did not yield interviews. These efforts resulted in an overall completion rate of 78 percent.

The table below shows the completion rates which are based on the 3,036 SLU's assigned to the field, less unoccupied dwellings:

	<u>Total</u>		<u>SMSA's 1,000,000 and over</u>		<u>Other SMSA's</u>		<u>Nonmetro- politan area</u>	
	<u>No.</u>	<u>Pct.</u>	<u>No.</u>	<u>Pct.</u>	<u>No.</u>	<u>Pct.</u>	<u>No.</u>	<u>Pct.</u>
<u>Total assigned SLU's</u>	<u>3,036</u>		<u>1,170</u>		<u>1,080</u>		<u>786</u>	
Unoccupied dwellings	191		62		86		43	
<u>Total occupied SLU's</u>	<u>2,845</u>	<u>100</u>	<u>1,108</u>	<u>100</u>	<u>994</u>	<u>100</u>	<u>743</u>	<u>100</u>
Completed interviews	2,219	78	847	76	816	82	556	75
Not at home	274	10	109	10	81	8	83	11
Refused	287	10	135	12	89	9	64	9
Other	65	2	17	2	8	1	40	5

Sampling Reliability

The extent to which sample results may differ from true figures for the population depends on a number of factors. Chief among these are the size of the sample and the size of the reported survey percentages. The size of sampling fluctuations is also affected by the way in which PSU's are defined and selected and how widely scattered the sample is. The possible magnitudes of these chance sampling fluctuations are estimated on an approximate basis in the table below:

Approximate confidence limits 1/

For percentages around--	Total sample	Size of subgroup sample					
	2,219	1,000	800	600	400	200	
		-----Percent-----					
50	1.50	2.23	2.50	2.88	3.53	5.00	
40-60	1.46	2.19	2.44	2.82	3.46	4.89	
30-70	1.37	2.04	2.29	2.64	3.24	4.58	
20-80	1.20	1.78	2.00	2.30	2.82	4.00	
10-90	.90	1.34	1.50	1.75	2.12	3.00	

1/ Two standard errors

The chances are approximately 95 in 100 that the survey result does not vary, plus or minus, by more than the indicated amount from the result that would have been obtained had the same procedures been used to interview all homemakers in the population. For example, 50 percent of all homemakers in the survey said that American cheese is high in protein. The chances are 95 in 100 that, had all homemakers in the population been interviewed, the true percentage of those saying that American cheese is high in protein would be between 48.5 and 51.5 percent. The possible variation is larger for a corresponding portion than for the total sample because the number of interviews is smaller.

This survey had a nonresponse rate of 22 percent. To the extent that the nonresponse group differs from those responding, the confidence limits as set forth in this section are understated. The confidence levels are correct and valid if the assumption that there is no measurable differences between respondents and nonrespondents is made.

Rotation and Split Sample Techniques

Two color-coded versions of the questionnaire were used--white and blue. They were the same except that the order of products and characteristics was reversed (double rotation) in question 4 to minimize positional bias, and each version surveyed a different set of new product ideas in questions 23-26.

Equal numbers of both versions were assigned to each sample cluster of six predesignated addresses, thereby creating two subsamples of approximately equal size and, presumably, similar socioeconomic characteristics. There was no deliberate attempt to match subsamples in terms of age, income, or any other socioeconomic characteristics of the respondents. However, subsequent analysis indicates that the two subsamples were quite similar with respect to the background characteristics examined.

Explanation of Tables

Tables are presented in the order of questioning, except in a few instances where similar questions have been grouped for ready comparison. Generally, the wording used in the actual question, probes excluded, is given as the table heading. Tables are identified by the numbers of the questions on which they are based.

Question 1a: "Which one of these articles would you be most likely to read?"
 Question 1b: "Which one of these articles would you be least likely to read?"

	U.S. total	
	Most likely	Least likely
	Percent	
"How to Save Money on Food"	39	7
"How to Give Your Family More Nourishing Meals"	19	8
"Cutting Calories -- Meals for Weightwatchers"	17	34
"How to Save Time in Preparing Meals"	14	30
"Adding Appeal and Variety to Your Menus"	10	19
None in particular	1	1
No answer	*	1
Number of cases	2,219	2,219

*Less than 1 percent

Question 2: "In general, what kinds of food do you serve almost every day in your household?"

	<u>U.S. total</u>
	<u>Percent</u>
Meat group	98
Meats, poultry, fish	96
Eggs	49
Dry beans	3
Vegetable, fruit group	97
Vegetables, vegetable juices	95
Fruit, fruit juices	52
Bread, cereal group	81
Baked goods	70
Cereal, rice, grits, grains, all cereal grains	39
Pasta, spaghetti, noodles	4
Milk group	76
Milk	70
Butter	15
Cheese	14
Ice cream	5
Other	1
Margarine	9
Coffee, tea	32
Desserts	13
Soup	5
Soft drinks	5
Candy, sweets, jelly, etc.	4
Other	2
Total	<u>422</u>
Number of cases	2,219

Question 3a: "...Which of these problems, if any, make a difference in what you or anyone else in your household eats?"

	Cases	Weight	Digestion	Allergy	Heart	No problem	Total
	Number				Percent		
U.S. total	2,219	36	19	13	13	39	120
Community size:							
Metropolitan	847	36	14	14	12	41	117
Urban	816	40	21	13	14	34	122
Rural	556	29	22	12	12	45	120
Household composition:							
Adults only	1,055	34	22	10	18	37	121
Adults and children	1,164	37	16	16	8	42	119
Household income:							
Lower	780	31	21	12	15	40	119
Middle	603	33	16	13	10	43	115
Upper	749	43	18	15	14	35	125
Age of homemaker:							
Under 30	425	34	12	16	4	47	113
30 - 39	401	38	16	12	6	43	115
40 - 49	412	39	20	13	13	38	123
50 - 59	408	40	21	14	17	31	123
60 and over	527	30	24	11	24	37	126
Education of homemaker:							
Grade school or less	473	29	22	10	18	42	121
Some high school	446	33	20	12	12	39	116
High school graduate	802	36	17	14	11	42	120
Any college	483	46	17	16	13	33	125

Question 3b: "Which foods on this list, if any, do you or anyone else in your household cut down on or avoid because of (Weight) (Digestion) (Allergy) (Heart)?"

	U.S. total			
	Weight	Digestion	Allergy	Heart
	Percent			
Sugar, candy, sweets	26	5	5	5
Fried foods	24	15	4	9
Potatoes	20	1	1	2
Cream	18	4	2	5
White bread	16	2	1	1
Butter	12	3	1	5
Regular whole milk	12	2	3	4
Salt	6	2	1	5
Eggs	2	2	2	5
None of the listed foods	1	2	4	1
Don't have this problem	64	81	87	87
Total foods avoided	136	36	20	41
Number of cases	2,219	2,219	2,219	2,219

Question 4: "...Which of these words or phrases describes your opinion about (Regular whole milk) (Table cream) (Butter) (Ice cream) (American cheese) (Low fat fluid milk)?"

	U.S. total					
	Regular whole milk	Table cream	Butter	Ice cream	American cheese	Low fat fluid milk
	Percent					
Builds strong teeth and bones	69	17	19	23	33	24
Does not build strong teeth and bones	2	5	4	6	2	6
Low in calories	3	1	1	1	9	54
High in calories	37	58	60	63	32	3
High in iron	18	7	9	5	14	8
Low in iron	5	6	6	9	5	7
Low in fat	3	2	2	2	8	55
High in fat	38	61	65	53	28	1
High in vitamins	47	18	22	19	31	19
Low in vitamins	1	3	3	6	2	9
Low cost per serving	17	4	3	13	17	26
High cost per serving	15	37	48	19	15	5
High in protein	37	19	22	17	50	17
Low in protein	3	3	4	5	2	9
Easy to digest	33	13	18	37	22	29
Not easy to digest	5	11	10	3	13	2
Important in a balanced diet	56	6	21	9	36	23
Not important in a balanced diet	5	24	15	23	7	10
Most teenagers like the taste	36	13	27	56	30	8
Most teenagers do not like the taste	6	7	5	3	4	18
High in calcium	57	24	16	24	26	25
Low in calcium	2	3	3	3	2	9
Most children like the taste	47	14	32	70	34	10
Most children do not like the taste	5	8	5	4	6	19
Builds strong muscles and bodies	52	15	19	17	29	20
Does not build strong muscles and bodies	3	5	4	6	3	7
Most adults like the taste	35	29	42	94	45	14
Most adults do not like the taste	7	4	4	4	5	16
Low in cholesterol	3	1	1	2	4	29
High in cholesterol	23	36	42	26	21	2
Provides long lasting energy	40	10	15	16	27	14
Does not provide long lasting energy	3	5	5	8	3	8
Good value for the money	35	7	12	21	32	27
Not a good value for the money	6	22	25	9	6	6
Good for people concerned about heart disease or circulatory problems	5	2	2	3	4	26
Not good for people concerned about heart disease or circulatory problems	19	29	34	21	15	2
Keeps well	29	10	26	25	43	22
Does not keep well	9	22	9	10	4	5
Good for people watching weight	6	2	2	3	15	58
Not good for people watching weight	40	56	57	59	22	3
None, no answer	*	3	1	1	1	4
Total favorable	628	214	311	417	509	508
Total unfavorable	234	405	408	340	197	147
Number of cases	2,219	2,219	2,219	2,219	2,219	2,219

*Less than 1 percent

Question 4: "...Which of these words or phrases describes your opinion about (Non-dairy powdered cream) (Regular margarine) (Ice milk) (White bread) (Eggs) (Orange juice)?"

	Non-dairy powdered cream	Regular margarine	Ice milk	White bread	Eggs	Orange juice
	U.S. total					
	Percent					
Builds strong teeth and bones	4	9	11	27	28	28
Does not build strong teeth and bones	13	8	9	7	3	4
Low in calories	37	23	46	3	24	23
High in calories	5	19	8	48	10	10
High in iron	3	5	3	12	21	20
Low in iron	8	8	9	7	3	4
Low in fat	32	26	43	7	17	23
High in fat	5	19	4	20	9	2
High in vitamins	5	12	7	26	32	70
Low in vitamins	12	10	13	6	2	2
Low cost per serving	32	49	32	29	29	22
High cost per serving	5	3	4	8	7	10
High in protein	4	9	8	22	58	13
Low in protein	11	10	10	6	2	8
Easy to digest	18	30	32	25	27	31
Not easy to digest	2	4	1	9	10	4
Important in a balanced diet	5	22	7	40	54	55
Not important in a balanced diet	21	12	20	12	4	3
Most teenagers like the taste	4	20	21	34	22	41
Most teenagers do not like the taste	11	6	10	3	7	3
High in calcium	6	7	13	13	16	10
Low in calcium	11	9	10	6	5	9
Most children like the taste	4	26	28	43	27	51
Most children do not like the taste	11	5	10	4	8	4
Builds strong muscles and bodies	4	10	8	33	32	27
Does not build strong muscles and bodies	12	8	9	4	2	4
Most adults like the taste	20	29	25	40	40	48
Most adults do not like the taste	10	9	12	4	3	4
Low in cholesterol	15	23	19	6	4	16
High in cholesterol	3	11	4	10	40	2
Provides long lasting energy	3	9	7	27	31	34
Does not provide long lasting energy	10	7	11	7	3	5
Good value for the money	29	53	28	37	44	37
Not a good value for the money	5	4	7	6	4	4
Good for people concerned about heart disease or circulatory problems	13	17	15	4	7	19
Not good for people concerned about heart disease or circulatory problems	4	10	5	16	25	2
Keeps well	54	47	20	32	41	37
Does not keep well	1	2	7	8	3	4
Good for people watching weight	36	25	44	4	39	38
Not good for people watching weight	6	16	9	55	5	3
None, no answer	6	2	4	1	*	1
Total favorable	328	451	417	464	593	643
Total unfavorable	166	180	172	246	155	91
Number of cases	2,219	2,219	2,219	2,219	2,219	2,219

*Less than 1 percent

*Less than 1 percent

Question 4: "...Which of these words or phrases describe your opinion about (Regular whole milk) (Table cream) (Butter)?"

	U.S. total					
	Regular whole milk		Table cream		Butter	
	User	Nonuser	User	Nonuser	User	Nonuser
	Percent					
Builds strong teeth and bones	70	63	21	14	20	15
Does not build strong teeth and bones	2	2	5	4	4	3
Low in calories	3	5	1	2	1	1
High in calories	37	38	59	57	60	59
High in iron	18	13	8	7	9	8
Low in iron	4	9	7	5	6	6
Low in fat	3	4	2	2	2	1
High in fat	37	42	61	61	66	65
High in vitamins	48	38	21	17	24	20
Low in vitamins	1	2	4	3	3	3
Low cost per serving	17	13	5	3	3	2
High cost per serving	14	18	38	36	48	49
High in protein	38	31	22	17	24	19
Low in protein	3	3	4	3	4	3
Easy to digest	34	27	15	12	20	13
Not easy to digest	5	9	12	11	8	12
Important in a balanced diet	57	43	9	4	24	14
Not important in a balanced diet	4	11	24	24	15	15
Most teenagers like the taste	36	34	15	12	30	19
Most teenagers do not like the taste	6	4	7	7	4	6
High in calcium	57	56	26	23	16	14
Low in calcium	2	*	3	3	3	3
Most children like the taste	48	43	16	12	36	23
Most children do not like the taste	5	5	7	8	4	7
Builds strong muscles and bodies	52	46	18	13	20	16
Does not build strong muscles and bodies	2	4	6	4	4	3
Most adults like the taste	35	33	31	27	46	31
Most adults do not like the taste	7	7	4	4	4	4
Low in cholesterol	3	3	1	1	1	1
High in cholesterol	22	31	38	34	43	40
Provides long lasting energy	41	31	13	8	16	11
Does not provide long lasting energy	3	6	6	5	5	4
Good value for the money	36	27	9	3	14	7
Not a good value for the money	6	10	22	22	23	30
Good for people concerned about heart disease or circulatory problems	5	2	3	1	2	1
Not good for people concerned about heart disease or circulatory problems	18	30	30	29	34	34
Keeps well	20	27	13	8	30	18
Does not keep well	9	9	23	22	9	11
Good for people watching weight	6	4	3	2	3	1
Not good for people watching weight	39	48	57	55	57	55
None, no answer	*	*	2	3	1	2
Total favorable	636	345	232	190	341	235
Total unfavorable	226	288	417	397	404	412
Number of cases	1,973	245	904	1,315	1,548	671

*Less than 1 percent

1/ One respondent did not answer this question.

Question 4: "...Which of these words or phrases describe your opinion about (Low fat fluid milk) (Ice cream) (American cheese)?"

	U.S. total					
	Low fat Fluid milk		Ice cream		American cheese	
	User	Nonuser	User	Nonuser	User	Nonuser
	Percent					
Builds strong teeth and bones	40	17	24	15	34	21
Does not build strong teeth and bones	5	7	6	6	2	3
Low in calories	65	49	1	1	9	4
High in calories	3	2	64	58	32	25
High in iron	13	6	5	4	15	9
Low in iron	8	6	9	12	5	5
Low in fat	65	50	2	1	8	8
High in fat	2	1	53	54	28	24
High in vitamins	31	13	19	15	32	19
Low in vitamins	8	10	6	4	2	2
Low cost per serving	35	22	13	8	18	7
High cost per serving	6	5	19	14	15	13
High in protein	27	12	17	11	51	37
Low in protein	9	10	5	5	2	1
Easy to digest	40	23	38	20	23	13
Not easy to digest	2	2	3	7	13	10
Important in a balanced diet	30	16	9	8	37	20
Not important in a balanced diet	7	11	23	20	7	6
Most teenagers like the taste	15	4	57	44	31	21
Most teenagers do not like the taste	19	17	3	5	4	3
High in calcium	38	18	24	18	27	16
Low in calcium	8	9	3	3	2	1
Most children like the taste	18	18	71	58	35	21
Most children do not like the taste	20	6	4	6	6	4
Builds strong muscles and bodies	33	14	18	10	30	15
Does not build strong muscles and bodies	5	8	6	4	3	3
Most adults like the taste	25	9	55	39	46	30
Most adults do not like the taste	15	17	4	4	5	4
Low in cholesterol	36	25	2	1	4	4
High in cholesterol	3	2	26	31	21	16
Provides long lasting energy	25	9	16	11	28	16
Does not provide long lasting energy	7	8	8	5	3	3
Good value for the money	40	21	22	11	33	18
Not a good value for the money	6	6	9	9	6	7
Good for people concerned about heart disease or circulatory problems	35	21	3	2	4	2
Not good for people concerned about heart disease or circulatory problems	2	2	21	25	15	15
Keeps well	32	17	26	17	44	29
Does not keep well	7	4	11	5	4	3
Good for people watching weight	70	52	3	2	16	10
Not good for people watching weight	3	3	59	56	23	16
None, no answer	1	5	4	4	1	4
Total favorable	722	416	425	296	525	320
Total unfavorable	145	136	342	333	198	164
Number of cases	704	1,515	2,033	186	2,037	182

* Less than 1 percent

Question 4: "...Which of these words or phrases describe your opinion about (Nondairy powdered cream) (Regular margarine) (Ice milk)?"

	U.S. total					
	Nondairy powdered cream		Regular margarine		Ice milk	
	User	Nonuser	User	Nonuser	User	Nonuser
	Percent					
Builds strong teeth and bones	5	4	10	4	14	10
Does not build strong teeth and bones	13	13	8	8	10	9
Low in calories	45	31	23	19	53	41
High in calories	6	4	19	11	9	7
High in iron	3	2	5	2	3	3
Low in iron	9	7	8	7	10	8
Low in fat	37	28	27	19	48	38
High in fat	5	4	19	11	4	4
High in vitamins	6	4	12	7	10	5
Low in vitamins	14	11	10	8	14	13
Low cost per serving	41	26	50	36	38	26
High cost per serving	5	5	3	2	4	4
High in protein	4	4	10	4	10	5
Low in protein	13	9	10	7	11	10
Easy to digest	23	14	31	16	39	26
Not easy to digest	2	2	4	4	1	1
Important in a balanced diet	6	4	24	10	9	6
Not important in a balanced diet	25	18	12	14	22	19
Most teenagers like the taste	5	3	21	8	27	16
Most teenagers do not like the taste	12	10	6	9	9	11
High in calcium	8	5	7	3	16	9
Low in calcium	12	9	9	8	10	10
Most children like the taste	5	3	28	9	36	20
Most children do not like the taste	13	10	5	8	9	11
Builds strong muscles and bodies	5	3	11	6	11	5
Does not build strong muscles and bodies	13	11	8	7	9	9
Most adults like the taste	28	13	31	11	33	18
Most adults do not like the taste	9	11	9	15	10	13
Low in cholesterol	18	13	23	23	22	16
High in cholesterol	33	39	12	4	4	3
Provides long lasting energy	4	3	10	6	9	5
Does not provide long lasting energy	13	9	7	9	11	11
Good value for the money	39	21	55	33	37	21
Not a good value for the money	5	6	3	7	5	8
Good for people concerned about heart disease or circulatory problems	15	11	17	12	19	12
Not good for people concerned about heart disease or circulatory problems	5	3	11	5	5	4
Keeps well	63	48	49	30	23	17
Does not keep well	1	1	2	2	8	7
Good for people watching weight	45	30	23	22	49	39
Not good for people watching weight	7	6	17	6	11	7
None, no answer	2	9	1	6	1	7
Total favorable	405	270	469	280	506	338
Total unfavorable	215	188	182	152	176	169
Number of cases	947	1,272	2,026	193	1,059	1,160

Question 5a: "...Do you think that the number of homemakers using these imitation dairy products is increasing, decreasing or remaining about the same?"

	<u>U.S. total</u>
	<u>Percent</u>
Increasing	
Decreasing	69
Remaining about the same	4
No answer	23
	<u>4</u>
Number of cases	2,219

Questions 5b and 5c: "...Which of these qualities, if any, would encourage some homemakers to use imitation dairy products?" "Which of these product qualities would encourage other homemakers to use genuine dairy products instead of imitations?"

		<u>U.S. total</u>
	<u>Use imitations</u>	<u>Use genuine dairy products</u>
		<u>Percent</u>
Taste	22	84
Calorie count	61	8
Price	62	14
Keeps well	54	13
Cholesterol	22	6
Advertising	24	12
Food value	12	66
Saving refrigerator space	26	4
Purity, absence of harmful additives	7	45
Convenience, ease of use	60	11
Availability	22	16
Appearance	10	29
No answer	1	1
Total	383	309
Number of cases	2,219	2,219

Question 6: "What percentage of fat, if any, do you think there is in [Regular whole milk] [Low fat milk] [American cheese] [Cottage cheese] [Ice cream] [Hard-boiled eggs] [Chicken meat (broiled)] [Packaged ground beef (broiled)]?"

	U.S. total							
	Regular whole milk	Low fat milk	American cheese	Cottage cheese	Ice cream	Hard-boiled eggs	Chicken meat (broiled)	Packaged ground beef (broiled)
	Percent							
No fat	1	11	1	10	1	27	4	2
Up to 5% fat	8	50	6	20	2	26	16	7
5 to 9% fat	8	14	8	20	2	13	15	9
10 to 19% fat	11	11	13	17	6	9	20	15
20 to 29% fat	13	5	16	11	8	6	16	16
30 to 39% fat	13	2	12	7	10	4	11	16
40 to 49% fat	9	1	11	4	9	3	5	11
50 to 59% fat	11	1	10	4	12	3	5	8
60 to 69% fat	4	*	5	1	8	1	1	4
70 to 79% fat	5	*	6	1	10	1	1	4
80 to 89% fat	6	*	4	*	12	1	1	2
90 to 100% fat	7	*	3	*	16	1	1	1
Don't know, no answer	4	4	5	4	4	5	4	4
Number of cases	2,219	2,219	2,219	2,219	2,219	2,219	2,219	2,219

*Less than 1 percent

Question 7a: "Which one of the statements on this card would you say best describes an adult's need for milk?"

	Cases	Number of glasses of milk should have a day										Can get all the milk needed in foods like cheese and ice cream	Milk has no real bearing on health needs	Milk is more harmful than good for health	No answer
		8 or more	7	6	5	4	3	2	1						
	Number	Percent													
U.S. total	2,219	2	1	4	4	17	23	28	13		5		3	1	*
Community size:															
Metropolitan	847	2	1	3	3	16	18	28	18		5		5	1	1
Urban	816	2	*	4	3	18	24	28	12		5		2	*	*
Rural	556	2	2	4	5	18	27	25	11		3		2	*	-
Household composition:															
Adults only	1,085	2	1	4	3	16	23	29	13		5		3	1	*
Adults and children	1,164	3	1	4	4	19	22	27	13		4		3	*	*
Household income:															
Lower	780	3	2	5	3	17	26	27	11		3		3	*	1
Middle	693	2	1	4	5	20	20	28	11		8		3	1	*
Upper	748	1	1	3	3	15	21	30	17		6		3	1	-
Age of homemaker:															
Under 30	425	3	1	3	4	17	28	23	14		2		3	1	1
30 - 39	401	2	-	3	6	19	21	25	14		5		3	1	-
40 - 49	412	2	1	4	2	18	20	30	13		5		3	1	*
50 - 59	408	1	1	5	3	18	21	32	9		6		2	*	*
60 and over	527	2	1	5	3	16	22	29	15		5		3	*	*
Education of homemaker:															
Grade school or less	473	4	1	6	3	18	24	25	11		5		2	-	*
Some high school	446	3	1	5	4	22	22	27	10		3		2	1	*
High school graduate	802	1	1	4	4	16	24	28	13		4		1	1	*
Any college	483	1	1	2	4	11	19	31	18		6		5	1	-

*Less than 1 percent

Question 7b: "Which one statement best describes a teenager's need for milk?"

	Cases	Number of glasses of milk should have a day								Can get all the milk needed in foods like cheese and ice cream	Milk has no real bearing on health needs	Milk is more harmful than good for health	No answer
		8 or more	7	6	5	4	3	2	1				
	Number	Percent											
U.S. total	2,219	9	3	17	14	50	19	5	1	*	*	*	1
Community size:													
Metropolitan	847	10	4	16	14	29	19	7	1	*	1	-	*
Urban	816	9	4	18	14	31	18	5	*	1	*	*	*
Rural	556	9	3	18	14	29	21	3	2	*	-	-	1
Household composition:													
Adults only	1,055	8	4	17	15	29	19	5	1	1	*	*	1
Adults and children	1,164	10	3	17	13	31	18	5	1	*	1	-	*
Household income:													
Lower	780	9	4	17	14	50	19	5	1	*	1	-	1
Middle	603	12	3	19	13	30	17	4	1	*	*	*	*
Upper	749	6	3	15	14	31	20	7	1	1	1	*	-
Age of homemaker:													
Under 30	425	9	3	15	16	29	20	5	1	*	1	-	*
30 - 39	401	10	3	18	15	29	18	7	1	*	-	-	-
40 - 49	412	10	2	18	11	32	18	5	1	1	*	-	*
50 - 59	408	9	4	19	14	31	15	5	*	*	*	*	*
60 and over	527	7	3	16	14	30	22	4	1	*	1	-	2
Education of homemaker:													
Grade school or less	473	11	4	18	14	26	19	5	1	*	*	-	1
Some high school	446	11	2	18	15	32	16	4	*	*	*	*	*
High school graduate	802	9	3	17	14	32	18	5	1	*	*	*	1
Any college	483	5	3	15	12	30	22	8	1	1	1	-	*

*Less than 1 percent

Question 7c: "Which one statement best describes a child's need for milk?"

	Cases	Number of glasses of milk should have a day								Can get all the milk needed in foods like cheese and ice cream	Milk has no real bearing on health needs	Milk is more harmful than good for health	No answer
		8 or more	7	6	5	4	3	2	1				
	Number	Percent											
U.S. total	2,219	17	5	17	16	26	14	3	1	*	*	*	*
Community size:													
Metropolitan	847	18	5	14	16	27	14	3	1	*	1	-	*
Urban	816	18	5	17	16	26	13	3	*	-	*	*	*
Rural	556	13	5	21	15	24	15	4	2	-	-	-	1
Household composition:													
Adults only	1,055	16	5	17	17	25	14	4	1	-	*	*	1
Adults and children	1,164	18	5	17	15	27	14	3	1	*	1	-	*
Household income:													
Lower	780	17	6	15	16	25	16	4	1	-	1	-	1
Middle	603	18	7	18	16	25	13	3	*	-	*	-	*
Upper	749	15	4	19	16	28	14	3	1	*	1	*	-
Age of homemaker:													
Under 30	425	19	5	16	17	23	15	3	1	*	1	-	*
30 - 39	401	16	7	16	15	27	14	4	*	-	-	-	*
40 - 49	412	16	5	19	17	27	11	3	1	-	*	-	*
50 - 59	408	20	6	17	14	26	11	3	1	-	*	*	*
60 and over	527	12	5	17	15	26	18	4	1	-	1	-	2
Education of homemaker:													
Grade school or less	473	17	7	16	15	24	16	3	1	-	*	-	1
Some high school	446	19	6	19	16	23	15	2	*	-	*	-	-
High school graduate	802	17	5	18	16	26	12	4	1	*	*	-	1
Any college	483	15	4	15	16	30	15	4	1	-	1	*	*

*Less than 1 percent

*Less than 1 percent

Question 8a: "Do you and the other adults in your family drink as much milk as you feel they should?"

	<u>U.S. total</u>
	<u>Percent</u>
Drink enough milk	54
Do not drink enough milk	<u>46</u>
Number of cases	2,219

Question 8b: "Why don't you and the other adults in your family drink as much milk as you feel they should?" (Asked only of respondents who said they or other adults in the family do not drink as much milk as they should.)

	<u>U.S. total</u>
	<u>Percent</u>
Percentage asked this question	<u>46</u>
Dietary health concerns	13
Too high in calories, watching weight	6
Causes gastro-intestinal problems	3
Allergy	1
Don't need milk for health	1
Too high in cholesterol	1
Other health reasons	2
General preference for other beverage	12
Prefer coffee, tea	8
Prefer fruit juice, soda, beer, flavored drinks	4
Prefer other beverage (unspecified)	2
Negative taste and flavor	12
Requirements received in other manner	8
Get milk in cereal, cooking	6
Use other dairy products instead of milk	2
Get same value from other foods	1
Too expensive, can't afford it	5
Not appealing, just don't like it	3
Habit, just don't think of it	2
Not thirst quenching	1
Not always available	1
Too filling	1
Other reasons	3
No answer	<u>1</u>
Total	<u>62</u>
Number of cases	2,219

Question 9a: "Have you ever used regular whole milk in your home?"

Question 9b: "In the past 12 months have you used regular whole milk in your home?" (Asked only if ever used regular whole milk.)

Question 11c: "Do you have regular whole milk on hand now?" (Asked only if used regular whole milk in the 12 months prior to interviewing.)

	Cases	Ever used		Used past 12 months		On hand now		
		Yes	No	Yes	No	Yes	No	No answer
	Number	Percent						
U.S. total	2,219	98	2	89	11	75	22	3
Community size:								
Metropolitan	847	98	2	89	11	79	18	3
Urban	816	98	2	87	13	70	27	3
Rural	556	98	2	92	8	78	20	2
Household composition:								
Adults only	1,055	97	3	85	15	69	27	4
Adults and children	1,164	99	1	93	7	81	17	2
Household income:								
Lower	780	97	3	88	12	71	26	3
Middle	603	99	1	93	7	79	18	3
Upper	749	99	1	88	12	77	21	2
Age of homemaker:								
Under 30	425	98	2	92	8	77	21	2
30 - 39	401	98	2	92	8	80	17	3
40 - 49	412	100	*	93	7	80	16	4
50 - 59	408	98	2	89	11	74	22	4
60 and over	527	96	4	81	19	69	29	2
Education of homemaker:								
Grade school or less	473	97	3	89	11	73	23	4
Some high school	446	99	1	92	8	81	17	2
High school graduate	802	98	2	91	9	77	20	3
Any college	483	97	3	83	17	70	27	3

*Less than 1 percent

Question 9c: "What are your reasons for not using regular whole milk in your home (now)?" (Asked only if have not used regular whole milk in the 12 months prior to interviewing.)

	<u>U.S. total</u>
	<u>Percent</u>
Dietary health concerns	78
Too high in calories	44
Health problem requires other milk	17
High in cholesterol	16
Too much fat	12
Not as nourishing, wholesome, nutritious	1
Other dietary health reasons	2
Taste and consistency	11
Dislike the taste and flavor	7
Prefer taste or flavor of other milk	3
Dislike the consistency	1
Negative taste or consistency	1
Too expensive	20
No desire to use, never use, no need for it	5
Other reasons	3
No answer	<u>1</u>
Total	<u>118</u>
Number of cases	245

Question 10: "Why do you buy regular whole milk for your family?" (Asked only if used regular whole milk in the 12 months prior to interviewing.)

	<u>U.S. total</u>
	<u>Percent</u>
Dietary, health concerns	63
Contains proteins, vitamins, calcium, minerals, iron ^{1/}	27
Nourishing, nutritious, complete basic food	23
Builds strong teeth and bones	10
Provides energy	5
Need fats	5
Health problem required it	2
Higher in calories	2
No additives, preservatives	2
Other health reasons	2
Taste and consistency	53
Prefer taste to that of other milk	28
Good taste, flavor	15
Fresh, refreshing taste	7
Like the consistency	3
Taste or consistency (unspecified)	3
Only buy for selected uses	10
Less expensive	3
Readily available	2
Just like it	2
Just to try it	2
Habit	1
Other reasons	4
Not ascertained	1
Total	<u>141</u>
Number of cases	<u>1,973</u>

^{1/} Calcium was mentioned by 8 percent of the respondents.

Question 11a: "On the average, about how many quarts of regular whole milk does your family use per week at home?" (Asked only if used regular whole milk in the 12 months prior to interviewing.)

	Cases	1 quart or less to 3 quarts	4 to 9 quarts	10 quarts or more	No answer
	Number	Percent			
U.S. total	1,973	27	37	35	1
Community size:					
Metropolitan	752	24	37	39	*
Urban	710	30	35	34	1
Rural	511	28	40	32	*
Household composition:					
Adults only	895	45	46	8	1
Adults and children	1,078	13	30	57	*
Household income:					
Lower	682	37	40	22	1
Middle	556	22	36	42	*
Upper	656	21	35	44	*
Age of homemaker:					
Under 30	392	20	38	42	*
30 - 39	370	11	27	62	*
40 - 49	381	17	36	47	*
50 - 59	363	36	40	23	1
60 and over	428	50	43	7	*
Education of homemaker:					
Grade school or less	421	31	46	23	*
Some high school	410	22	38	39	1
High school graduate	729	25	32	43	*
Any college	400	34	36	30	*

*Less than 1 percent

Question 11b: "In which ways is regular whole milk used in your home?"
 (Asked only if used regular whole milk in the 12 months prior to
 interviewing.)

	<u>U.S. total</u>
	<u>Percent</u>
On cereal, in coffee or tea	88
For drinking	88
In baking or cooking	81
In milk shakes, malts or hot chocolate	51
No answer	<u>1</u>
Total	<u>309</u>
Number of cases	<u>1,973</u>

- Question 12: "Have you or have you not heard of low fat fluid milk? We do not mean dry nonfat milk or skim milk."
- Question 13a: "Have you ever used low fat fluid milk in your home?" (Asked only if heard of low fat fluid milk.)
- Question 13b: "In the past 12 months have you used low fat fluid milk in your home?" (Asked only if ever used low fat fluid milk.)
- Question 15c: "Do you have low fat fluid milk on hand now?" (Asked only if used low fat fluid milk in the 12 months prior to interviewing.)

	Cases	Heard of		Ever used		Used most 12 months		On hand now		
		Yes	No	Yes	No	Yes	No	Yes	No	No answer
	Number	Percent								
U.S. total	2,219	72	28	41	99	32	68	16	82	2
Community size:										
Metropolitan	847	72	28	41	99	31	69	16	81	3
Urban	816	75	25	44	96	34	66	17	81	2
Rural	556	66	34	37	63	28	72	12	86	2
Household composition:										
Adults only	1,055	70	30	38	62	29	71	16	82	2
Adults and children	1,164	73	27	43	57	34	66	15	82	3
Household income:										
Lower	780	64	36	32	68	23	77	12	87	1
Middle	603	70	30	41	59	33	67	14	85	1
Upper	749	81	19	50	50	41	59	22	76	2
Age of homemaker:										
Under 30	425	72	28	43	57	34	66	16	83	1
30 - 39	401	68	32	37	63	30	70	13	85	2
40 - 49	412	79	21	46	54	36	64	17	80	3
50 - 59	408	73	27	44	56	33	67	16	82	2
60 and over	527	68	32	35	65	27	73	16	83	1
Education of homemaker:										
Grade school or less	473	61	39	28	72	20	80	9	90	1
Some high school	446	68	32	35	65	25	75	10	88	2
High school graduate	802	76	24	45	55	35	65	18	80	2
Any college	483	79	21	53	47	43	57	24	73	3

Question 13c: "What are your reasons for not using low fat fluid milk in your home (now)?" (Asked only of those who have never used it or who had not used it in the 12 months prior to interviewing.)

	<u>U.S. total</u>
	<u>Percent</u>
Dietary health concerns	46
Not on a diet	16
Not as nourishing, nutritious	16
Less proteins, vitamins, calcium, minerals, iron	7
Health problem requires other milk	3
Artificial additives	2
Too high in calories	1
Too much fat	1
Other health reasons	3
Taste and consistency	45
Dislike the taste, flavor	31
Prefer taste, flavor of other milk	10
Negative taste or consistency	2
Dislike the consistency	3
No desire to use, never use, no need for it	7
Habit	5
Prefer other milk (unspecified)	5
Too expensive	4
Not a good appearance	3
Not always available	1
All other reasons	3
No answer	2
Total	<u>121</u>
Number of cases	<u>890</u>

Question 14: "Why do you buy low fat fluid milk for your family?" (Asked only if used low fat fluid milk in the 12 months prior to interviewing.)

	<u>U.S. total</u>
	<u>Percent</u>
Dietary health concerns	81
Low in calories	55
Low in fats	11
Health problem required it	11
Low in cholesterol	11
Contains proteins, vitamins, calcium, minerals, iron ^{1/}	6
Nourishing, nutritious	4
Provides energy	1
Other health reasons	1
Taste and consistency	16
Good taste	7
Prefer taste to that of other milk	6
Taste or consistency (unspecified)	1
Fresh, refreshing taste	1
Like the consistency	1
Less expensive	15
Just to try it	9
Only buy for selected uses	4
Other reasons	1
Not ascertained	<u>2</u>
Total	<u>128</u>
Number of cases	704

^{1/} Calcium was mentioned by 2 percent of the respondents.

Question 15a: "On the average, about how many quarts of low fat fluid milk does your family use per week at home?" (Asked only if used low fat fluid milk in the 12 months prior to interviewing.)

	Cases	1 quart or less to 3 quarts	4 to 9 quarts	10 quarts or more	No answer
	Number	Percent			
U.S. total	704	61	22	14	3
<u>Community size:</u>					
Metropolitan	265	62	20	14	4
Urban	281	60	23	16	1
Rural	158	60	25	12	3
<u>Household composition:</u>					
Adults only	304	71	22	5	2
Adults and children	400	53	23	21	3
<u>Household income:</u>					
Lower	177	70	23	6	1
Middle	199	68	20	10	2
Upper	306	50	25	21	4
<u>Age of homemaker:</u>					
Under 30	143	59	23	16	2
30 - 39	122	53	22	22	3
40 - 49	150	60	17	20	3
50 - 59	134	63	24	10	3
60 and over	140	69	26	3	2
<u>Education of homemaker:</u>					
Grade school or less	96	72	24	3	1
Some high school	113	69	17	10	4
High school graduate	282	58	22	17	3
Any college	210	56	24	18	2

Question 15b: "In which ways is low fat fluid milk used in your home?"
 (Asked only if used low fat fluid milk in the 12 months prior to
 interviewing.)

	<u>U.S. total</u>
	<u>Percent</u>
For drinking	80
On cereal, in coffee or tea	58
In baking or cooking	48
In milk shakes, malts or hot chocolate	23
No answer	<u>12</u>
Total	<u>221</u>
Number of cases	704

Question 16: "What other types of milk, if any, have you used in your home in the past 12 months?"

	Cases	Powdered (dry) milk	Canned (unapcr.)	Evaporated	Butter- milk	Condensed	Skin and non- fat milk	Chocolate	Other milk	None	Not stated	Total
Percent												
U.S. total	2,219	22	16	16	15	10	8	5	3	32	2	129
Community size:												
Metropolitan	847	18	10	14	11	5	8	4	2	43	2	117
Urban	816	24	18	19	17	13	10	6	2	26	2	137
Rural	556	27	23	14	21	13	7	4	6	22	3	140
Household composition:												
Adults only	1,055	18	17	15	15	9	9	3	2	34	2	124
Adults and children	1,164	26	15	16	16	10	8	7	4	29	2	133
Household income:												
Lower	780	22	18	15	18	10	7	3	3	32	3	131
Middle	603	23	18	15	14	10	8	6	4	31	2	131
Upper	749	23	13	17	15	9	10	6	3	31	2	129
Age of householder:												
Under 30	425	22	15	16	9	9	11	7	6	33	2	128
30 - 39	401	27	17	15	16	10	5	8	3	30	2	135
40 - 49	412	25	14	16	17	9	8	5	3	31	2	130
50 - 59	408	20	16	16	21	10	10	3	2	27	3	120
60 and over	527	19	18	14	15	10	8	2	1	36	2	125
Education of householder:												
Grade school or less	473	20	18	13	16	10	9	2	2	34	3	127
Some high school	446	19	21	18	19	9	6	5	4	28	2	131
High school graduate	802	23	14	15	14	9	8	6	4	33	2	128
Any college	483	27	12	17	15	10	10	5	2	30	2	130

Questions 17-18b, 20c: Awareness and use of imitation milk.

	U.S. total			
	Heard of	Ever used	Used past 12 months	On hand now
	Percent			
Yes	20	4	2	*
No	80	96	98	100
Number of cases	2,219	2,219	2,219	2,219

*Less than 1 percent

Question 18c: "What are your reasons for not using imitation milk in your home (now)?" (Asked only if have not used imitation milk in the 12 months prior to interviewing.)

	<u>U.S. total</u>
	<u>Percent</u>
Dietary health concerns	40
Artificial additives	17
Not as nourishing, wholesome, nutritious	14
Less proteins, vitamins, calcium, minerals, iron	4
Not on a diet	3
High in cholesterol	1
Too high in calories	1
Other dietary health reasons	3
Taste and consistency	21
Dislike the taste and flavor	15
Prefer taste or flavor of other milk	5
Dislike the consistency	2
Negative taste or consistency	1
No desire to use, never use, no need for it	15
Not always available	10
Prefer other milk (unspecified)	6
Habit	5
Too expensive	2
Other reasons	5
No answer	5
Total	<u>109</u>
Number of cases	410

- Question 21a: "Which of these products have you heard of?"
 Question 21b: "Which ones, if any, have you ever used in your home?"
 Question 21c: "Which ones, if any, have you used in the past 12 months
 in your home?"
 Question 21d: "Which ones, if any, do you have on hand now?"

Margarine					
	Cases	Heard of	Ever used	Used in past 12 months	On hand now
	Number	-----	Percent	-----	
U.S. total	2,219	100	96	91	85
Community size:					
Metropolitan	847	100	96	90	82
Urban	816	100	96	92	86
Rural	556	100	96	92	90
Household composition:					
Adults only	1,055	100	95	89	84
Adults and children	1,164	100	97	93	87
Household income:					
Lower	780	100	96	91	85
Middle	603	100	96	92	86
Upper	749	100	96	91	86
Age of homemaker:					
Under 30	425	100	96	93	85
30 - 39	401	100	96	93	87
40 - 49	412	100	97	91	85
50 - 59	408	100	97	92	86
60 and over	527	100	94	88	84
Education of homemaker:					
Grade school or less	473	100	95	90	82
Some high school	446	100	98	93	89
High school graduate	802	100	95	91	86
Any college	483	100	96	91	86

Question 21a: "Which of these products have you heard of?"

Question 21b: "Which ones, if any, have you ever used in your home?"

Question 21c: "Which ones, if any, have you used in the past 12 months in your home?"

Question 21d: "Which ones, if any, do you have on hand now?"

	Real butter				
	Cases	Heard of	Ever used	Used in past 12 months	On hand now
	Number	Percent			
U.S. total	2,219	100	93	70	43
Community size:					
Metropolitan	847	100	95	76	49
Urban	816	100	93	69	41
Rural	556	100	90	61	35
Household composition:					
Adults only	1,055	100	92	65	42
Adults and children	1,164	100	94	74	43
Household income:					
Lower	780	100	91	60	35
Middle	603	100	93	73	42
Upper	749	100	95	77	51
Age of homemaker:					
Under 30	425	100	90	70	37
30 - 39	401	100	96	76	43
40 - 49	412	100	96	75	51
50 - 59	408	100	94	74	45
60 and over	527	100	91	59	39
Education of homemaker:					
Grade school or less	473	100	92	63	42
Some high school	446	100	93	68	41
High school graduate	802	100	94	74	43
Any college	483	100	94	71	45

- Question 21a: "Which of these products have you heard of?"
 Question 21b: "Which ones, if any, have you ever used in your home?"
 Question 21c: "Which ones, if any, have you used in the past 12 months
 in your home?"
 Question 21d: "Which ones, if any, do you have on hand now?"

	Table cream				
	Cases	Heard of	Ever used	Used in past 12 months	On hand now
	Number	Percent			
U.S. total	2,219	97	71	41	9
<u>Community size:</u>					
Metropolitan	847	98	76	44	8
Urban	816	96	69	38	7
Rural	556	97	69	41	14
<u>Household composition:</u>					
Adults only	1,055	97	74	40	9
Adults and children	1,164	97	70	41	10
<u>Household income:</u>					
Lower	780	97	69	36	10
Middle	603	98	69	41	9
Upper	749	97	75	45	8
<u>Age of homemaker:</u>					
Under 30	425	96	57	35	10
30 - 39	401	96	69	41	8
40 - 49	412	98	76	46	9
50 - 59	408	99	82	48	10
60 and over	527	97	73	35	8
<u>Education of homemaker:</u>					
Grade school or less	473	97	72	37	12
Some high school	446	98	71	38	8
High school graduate	802	97	71	44	10
Any college	483	98	73	42	7

- Question 21a: "Which of these products have you heard of?"
 Question 21b: "Which ones, if any, have you ever used in your home?"
 Question 21c: "Which ones, if any, have you used in the past 12 months in your home?"
 Question 21d: "Which ones, if any, do you have on hand now?"

	Half & half				
Cases	Heard of	Ever used	Used in past 12 months	On hand now	
Number	Percent				
U.S. total	2,219	96	70	44	9
Community size:					
Metropolitan	847	96	74	48	11
Urban	816	97	70	44	8
Rural	556	96	66	40	8
Household composition:					
Adults only	1,055	96	71	45	11
Adults and children	1,164	97	70	44	7
Household income:					
Lower	780	94	64	38	7
Middle	603	97	69	42	8
Upper	749	99	79	53	11
Age of homemaker:					
Under 30	425	97	58	33	6
30 - 39	401	96	73	44	4
40 - 49	412	98	75	50	10
50 - 59	408	98	77	51	14
60 and over	527	94	69	44	12
Education of homemaker:					
Grade school or less	473	93	63	38	8
Some high school	446	97	70	44	8
High school graduate	802	97	71	43	8
Any college	483	98	78	54	13

Question 21a: "Which of these products have you heard of?"
 Question 21b: "Which ones, if any, have you ever used in your home?"
 Question 21c: "Which ones, if any, have you used in the past 12 months in your home?"
 Question 21d: "Which ones, if any, do you have on hand now?"

Cases	Cheese												
	American				Cottage				Other				
	Heard of	Ever used	Used past 12 mos.	On hand	Heard of	Ever used	Used past 12 mos.	On hand	Heard of	Ever used	Used past 12 mos.	On hand	
Number					Percent								
U.S. total	2,219	100	97	92	68	100	90	84	37	97	88	78	44
Community size:													
Metropolitan	847	100	97	92	69	100	91	85	40	98	91	83	49
Urban	816	100	97	92	70	100	93	86	40	97	88	79	45
Rural	556	100	96	91	63	99	86	78	27	96	84	69	35
Household composition:													
Adults only	1,055	100	96	89	65	99	91	83	38	97	87	74	41
Adults and children	1,164	100	98	95	71	100	90	84	35	97	89	81	47
Household income:													
Lower	780	100	95	87	56	99	87	77	27	95	83	67	29
Middle	663	100	97	94	70	100	91	85	37	98	89	80	48
Upper	749	100	98	96	80	100	93	89	48	98	93	87	54
Age of homemaker:													
Under 30	425	100	97	94	68	100	85	79	29	96	86	78	42
30 - 39	401	100	95	97	71	100	91	86	38	98	91	84	45
40 - 49	412	100	97	93	73	100	91	85	37	97	89	81	51
50 - 59	408	100	98	94	70	100	93	87	43	98	90	80	46
60 and over	527	100	94	84	59	99	91	82	37	97	85	68	38
Education of homemaker:													
Grade school or less	473	100	96	88	54	99	88	77	29	95	82	65	29
Some high school	446	100	96	91	64	100	89	81	29	96	86	73	38
High school graduate	802	100	97	94	73	100	91	86	41	97	91	84	50
Any college	483	100	98	93	73	100	93	89	45	98	93	85	53

- Question 21a: "Which of these products have you heard of?"
 Question 21b: "Which ones, if any, have you ever used in your home?"
 Question 21c: "Which ones, if any, have you used in the past 12 months
 in your home?"
 Question 21d: "Which ones, if any, do you have on hand now?"

	Ice cream				
	Cases	Heard of	Ever used	Used in past 12 months	On hand now
	Number	-----	Percent	-----	-----
U.S. total	2,219	100	98	92	56
<u>Community size:</u>					
Metropolitan	847	100	98	93	57
Urban	816	100	98	92	56
Rural	556	100	97	89	55
<u>Household composition:</u>					
Adults only	1,055	100	96	88	52
Adults and children	1,164	100	99	95	60
<u>Household income:</u>					
Lower	780	100	97	88	43
Middle	603	100	98	93	56
Upper	749	100	98	94	68
<u>Age of homemaker:</u>					
Under 30	425	100	99	95	52
30 - 39	401	100	99	96	59
40 - 49	412	100	99	93	61
50 - 59	408	100	98	93	61
60 and over	527	99	95	84	50
<u>Education of homemaker:</u>					
Grade school or less	473	100	96	90	46
Some high school	446	100	98	91	54
High school graduate	802	100	98	94	61
Any college	483	100	98	91	60

- Question 21a: "Which of these products have you heard of?"
 Question 21b: "Which ones, if any, have you ever used in your home?"
 Question 21c: "Which ones, if any, have you used in the past 12 months in your home?"
 Question 21d: "Which ones, if any, do you have on hand now?"

	Ice milk				
	Cases	Heard of	Ever used	Used in past 12 months	On hand now
	Number	Percent			
U.S. total	2,219	95	68	48	14
Community size:					
Metropolitan	847	93	62	40	11
Urban	816	94	68	50	14
Rural	556	98	75	56	19
Household composition:					
Adults only	1,055	93	61	41	14
Adults and children	1,164	96	73	54	14
Household income:					
Lower	780	93	65	47	13
Middle	603	95	65	47	14
Upper	749	97	72	49	15
Age of homemaker:					
Under 30	425	96	68	50	10
30 - 39	401	96	73	54	14
40 - 49	412	96	70	49	13
50 - 59	408	96	72	49	16
60 and over	527	91	58	39	16
Education of homemaker:					
Grade school or less	473	91	60	41	10
Some high school	446	96	70	46	13
High school graduate	802	96	70	51	15
Any college	483	96	69	50	16

- Question 21a: "Which of these products have you heard of?"
 Question 21b: "Which ones, if any, have you ever used in your home?"
 Question 21c: "Which ones, if any, have you used in the past 12 months
 in your home?"
 Question 21d: "Which ones, if any, do you have on hand now?"

Real cream whipped toppings in an aerosol can					
Cases	Heard of	Ever used	Used in past 12 months	On hand now	
Number	Percent				
U.S. total	2,219	88	61	38	6
<u>Community size:</u>					
Metropolitan	847	92	68	43	8
Urban	816	85	59	37	6
Rural	556	85	53	32	5
<u>Household composition:</u>					
Adults only	1,055	85	53	29	6
Adults and children	1,164	90	68	46	7
<u>Household income:</u>					
Lower	780	84	51	28	4
Middle	603	89	62	39	8
Upper	749	92	71	47	8
<u>Age of homemaker:</u>					
Under 30	425	90	63	42	8
30 - 39	401	90	66	47	7
40 - 49	412	91	71	45	6
50 - 59	408	88	62	38	6
60 and over	527	83	45	22	5
<u>Education of homemaker:</u>					
Grade school or less	473	85	49	25	3
Some high school	446	87	61	40	6
High school graduate	802	89	66	43	7
Any college	483	90	64	39	8

- Question 21a: "Which of these products have you heard of?"
 Question 21b: "Which ones, if any, have you ever used in your home?"
 Question 21c: "Which ones, if any, have you used in the past 12 months
 in your home?"
 Question 21d: "Which ones, if any, do you have on hand now?"

Nondairy whipped toppings in an aerosol can					
Cases	Heard of	Ever used	Used in past 12 months	On hand now	
Number	-----		Percent	-----	
U.S. total	2,219	87	49	30	5
<u>Community size:</u>					
Metropolitan	847	87	50	31	4
Urban	816	89	51	31	5
Rural	556	83	44	26	5
<u>Household composition:</u>					
Adults only	1,055	84	43	24	4
Adults and children	1,164	89	54	35	5
<u>Household income:</u>					
Lower	780	80	39	21	3
Middle	603	90	51	33	6
Upper	749	92	57	37	6
<u>Age of homemaker:</u>					
Under 30	425	84	44	26	4
30 - 39	401	89	55	35	3
40 - 49	412	91	56	36	6
50 - 59	408	91	55	34	6
60 and over	527	80	38	20	4
<u>Education of homemaker:</u>					
Grade school or less	473	77	37	19	3
Some high school	446	89	46	27	4
High school graduate	802	90	53	35	6
Any college	483	90	55	35	6

- Question 21a: "Which of these products have you heard of?"
 Question 21b: "Which ones, if any, have you ever used in your home?"
 Question 21c: "Which ones, if any, have you used in the past 12 months in your home?"
 Question 21d: "Which ones, if any, do you have on hand now?"

Frozen nondairy whipped toppings					
	Cases	Heard of	Ever used	Used in past 12 months	On hand now
	Number	Percent			
U.S. total	2,219	88	57	45	13
Community size:					
Metropolitan	847	89	53	40	12
Urban	816	89	64	51	16
Rural	556	83	53	42	12
Household composition:					
Adults only	1,055	85	51	39	14
Adults and children	1,164	90	62	50	13
Household income:					
Lower	780	81	47	34	10
Middle	603	90	58	46	14
Upper	749	93	69	56	17
Age of homemaker:					
Under 30	425	89	59	46	11
30 - 39	401	90	63	50	11
40 - 49	412	92	63	50	13
50 - 59	408	88	58	45	17
60 and over	527	81	47	37	15
Education of homemaker:					
Grade school or less	473	78	46	33	7
Some high school	446	89	52	38	13
High school graduate	802	91	64	52	15
Any college	483	91	63	50	18

- Question 21a: "Which of these products have you heard of?"
 Question 21b: "Which ones, if any, have you ever used in your home?"
 Question 21c: "Which ones, if any, have you used in the past 12 months
 in your home?"
 Question 21d: "Which ones, if any, do you have on hand now?"

Nondairy creamers in liquid or frozen form					
Cases	Heard of	Ever used	Used in past 12 months	On hand now	
Number	Percent				
U.S. total	2,219	70	27	17	4
<u>Community size:</u>					
Metropolitan	847	78	33	20	5
Urban	816	66	27	17	5
Rural	556	63	17	10	1
<u>Household composition:</u>					
Adults only	1,055	67	23	14	4
Adults and children	1,164	73	30	19	5
<u>Household income:</u>					
Lower	780	61	19	11	3
Middle	603	74	27	17	5
Upper	749	77	34	22	5
<u>Age of homemaker:</u>					
Under 30	425	71	22	13	4
30 - 39	401	73	31	19	3
40 - 49	412	76	35	23	4
50 - 59	408	71	25	16	5
60 and over	527	62	22	13	5
<u>Education of homemaker:</u>					
Grade school or less	473	60	20	11	3
Some high school	446	70	26	15	4
High school graduate	802	73	30	19	4
Any college	483	77	31	21	6

- Question 21a: "Which of these products have you heard of?"
 Question 21b: "Which ones, if any, have you ever used in your home?"
 Question 21c: "Which ones, if any, have you used in the past 12 months
 in your home?"
 Question 21d: "Which ones, if any, do you have on hand now?"

Powdered nondairy coffee creamers					
	Cases	Heard of	Ever used	Used in past 12 months	On hand now
	Number	Percent			
U.S. total	2,219	96	59	43	27
Community size:					
Metropolitan	847	95	58	39	25
Urban	816	98	59	43	28
Rural	556	96	60	47	29
Household composition:					
Adults only	1,055	95	57	41	27
Adults and children	1,164	97	61	45	27
Household income:					
Lower	780	95	56	41	23
Middle	603	97	58	42	27
Upper	749	98	63	46	31
Age of homemaker:					
Under 30	425	98	56	40	25
30 - 39	401	98	63	46	29
40 - 49	412	97	63	47	29
50 - 59	408	97	66	48	30
60 and over	527	93	50	35	24
Education of homemaker:					
Grade school or less	473	93	53	34	21
Some high school	446	97	58	43	29
High school graduate	802	98	61	44	27
Any college	483	97	63	49	33

Question 22b: "Which of the statements on this card best describes the amount of regular whole milk you drink, if any? How much does (HOUSEHOLD MEMBER) drink, if any?"

Question 22c: "Which of the statements on the card describes the amount of low fat fluid milk you drink, if any? Again, we do not mean dry nonfat milk or skim milk. How much does (HOUSEHOLD MEMBER) drink, if any?"

Question 22e: "Which of the statements on the card best describes the amount of other milk you drink, if any? How much does (HOUSEHOLD MEMBER) drink, if any?"

	Cases	Drink some kind of real milk				Do not drink any kind of real milk	Not stated
		Total	Regular whole milk	Low fat fluid milk	Other type milk		
	Number	Percent					
U.S. total	7,235	86	70	14	11	14	*
Males	3,456	89	75	13	10	11	*
Under 13	883	97	87	11	9	3	*
13 to 19	545	97	85	13	8	3	*
20 to 29	419	91	77	16	8	8	*
30 to 39	367	86	74	11	11	14	-
40 to 49	411	83	69	13	9	17	-
50 and over	768	77	59	13	13	23	1
Females	3,779	83	66	15	12	17	*
Under 13	878	96	85	10	10	4	*
13 to 19	504	93	76	20	10	7	-
20 to 29	522	84	66	16	10	16	-
30 to 39	416	80	63	14	13	20	-
40 to 49	415	76	53	20	13	24	1
50 and over	987	71	50	14	17	28	1
Community size:							
Metropolitan	2,856	86	72	14	11	13	*
Urban	2,599	86	69	16	11	14	*
Rural	1,780	84	70	11	11	16	*
Household income:							
Lower	2,028	83	71	9	14	16	*
Middle	2,094	87	74	11	11	13	*
Upper	2,873	87	67	19	10	13	*

*Less than 1 percent

Question 23a: "...If it were available, would you buy dry whole milk or not?" 1/
 Questions 23c and 23d: "How sure are you that you would buy it?" "Do you think you would use dry whole milk regularly or just once in a while?" (Asked only if would buy it.)

Cases	Would buy					How often			
	Total	Absolutely sure	Quite sure	A little doubtful	No answer	Regularly	Once in a while	No answer	
Number	Percent								
U.S. total	1,158	49	13	24	10	*	22	26	1
Community size:									
Metropolitan	441	44	16	20	8	-	21	22	1
Urban	427	52	16	25	11	*	22	28	2
Rural	290	51	13	28	10	-	25	25	1
Household composition:									
Adults only	561	42	12	21	9	-	17	24	1
Adults and children	597	55	18	27	10	*	27	26	2
Household income:									
Lower	495	50	16	26	8	-	24	25	1
Middle	290	51	16	24	11	*	26	23	2
Upper	411	47	14	22	13	-	19	27	1
Age of homemaker:									
Under 30									
30 - 39	207	51	11	26	14	-	24	27	*
40 - 49	224	62	23	29	10	*	32	26	4
50 - 59	206	51	16	25	10	-	25	25	1
60 and over	222	46	15	22	9	-	16	30	-
	268	37	11	19	7	-	17	19	1
Education of homemaker:									
Grade school or less	262	44	13	23	8	-	21	22	1
Some high school	222	55	17	30	8	*	24	29	2
High school graduate	423	50	17	23	10	-	24	25	1
Any college	242	47	13	22	12	-	19	26	2

* Less than 1 percent

1/ Two respondents did not answer this question.

Question 23a: "...If it were available, would you buy powdered real cream or not?" ^{1/}
 Questions 23c and 23d: "How sure are you that you would buy it?" "Do you think you would use powdered real cream regularly or just once in a while?" (Asked only if would buy it.)

Cases	Would buy					How often			
	Total	Absolutely	Quite	A little	No	Regularly	Once in	No	
		sure	sure	doubtful	answer		a while	answer	
Number	Percent								
U.S. total	1,061	45	11	24	10	*	13	31	1
<u>Community size:</u>									
Metropolitan	406	44	13	23	8	*	10	33	1
Urban	389	46	11	25	10	*	13	32	1
Rural	266	45	8	25	12	-	18	27	-
<u>Household composition:</u>									
Adults only	494	44	10	24	10	*	12	31	1
Adults and children	567	47	11	26	10	*	14	32	1
<u>Household income:</u>									
Lower	375	49	11	26	12	*	15	33	1
Middle	313	43	11	22	10	-	13	30	*
Upper	338	45	11	25	9	*	12	32	1
<u>Age of homemaker:</u>									
Under 30	218	43	8	22	13	*	11	32	*
30 - 39	177	49	11	28	10	-	18	30	1
40 - 49	206	42	12	24	6	-	14	28	*
50 - 59	186	47	14	25	8	-	14	33	*
60 and over	259	44	8	24	12	*	11	32	1
<u>Education of homemaker:</u>									
Grade school or less	211	44	8	25	11	-	16	27	1
Some high school	224	57	14	30	13	-	14	41	2
High school graduate	379	40	11	20	8	1	12	28	*
Any college	241	43	10	23	10	-	12	31	*

*Less than 1 percent

^{1/} Three respondents did not answer this question.

Question 23b: "Why would you buy (Dry whole milk) (Powdered real cream)?" [Asked only of those who indicated they would buy (Dry whole milk) (Powdered real cream).]

	U.S. total	
	Dry whole milk	Powdered real cream
	Percent	
Convenience	73	79
Would have long lasting qualities	46	53
Could have on hand if needed	18	20
Could buy in quantities, wouldn't have to shop as often	8	4
Would be convenient to store, keep	6	7
Would be easy to prepare	6	5
Would save storage space	6	4
For cooking, baking, whipping	5	14
Would be good for camping trips, travel	4	4
Would be convenient, handy	2	2
Other convenience reasons	1	*
Qualified answer	35	27
If tasted good	24	14
If price were right	12	8
If the same food value	6	1
If it stays fresh, lasts longer	2	3
If it were as good	2	3
If no preservatives, additives	1	1
If lower in calories, not fattening	*	1
Other qualified reasons	2	1
Health	21	10
Would be nutritious, would have more food value,	18	5
Would be healthful	1	*
Would contain needed ingredients	1	4
Would be natural, not artificial	1	1
Would be lower in calories	1	1
Other health reasons	1	1
Would be less expensive	39	13
Would have a good flavor, real flavor	13	15
General favorable comments	-	1
Other reasons	3	5
No answer	*	2
Total	184	151
Number of cases	565	479

*Less than 1 percent

Question 23b: "Why wouldn't you buy (Dry whole milk) (Powdered real cream)?" [Asked only of those who indicated they would not buy (Dry whole milk) (Powdered real cream).]

	U.S. total	
	Dry whole milk	Powdered real cream
	Percent	
Inconvenience	22	12
Would not be easy to prepare, serve	19	9
Would doubt long lasting qualities	3	3
Would take up too much space, inconvenient to store	1	-
Health	15	10
Wouldn't be as nutritious, healthful	6	3
Could be higher in calories	3	4
Could lack ingredients needed for well balanced diet	2	1
Too much fat	2	1
Higher in cholesterol	1	1
Has specific health problem (allergy, heart, diabetes, etc.)	1	*
Could cause gastro intestinal problems	1	*
Other health reasons	1	1
Prefer fresh, real products	28	20
Could have unpleasant taste	27	14
Satisfied with what is available	10	11
Might be too expensive	3	4
Dislike consistency	3	1
General dislike	1	1
If tasted good	1	1
Qualified answers	1	1
Too rich	-	1
Other reasons	1	1
Unfavorable comments about commodity (not new product form)	7	39
No answer	2	2
Total	121	118
Number of cases	591	579

*Less than 1 percent

Question 24a: "Would you buy concentrated milk or not?" 1/

Questions 24c and 24d and 24e: "How sure are you that you would buy it?" "Do you think you would use concentrated milk regularly or just once in a while?" "Would you prefer the frozen or sterilized product or wouldn't it make any difference to you?" (Asked only if would buy it.)

Cases	Would buy			How often			Type preferred				
	Total	Absolutely sure	Quite a little sure	No answer	Regularly	Once in a while	Frozen	Sterilized	No answer		
										Percent	
U.S. total	1,158	39	10	19	10	25	1	9	15	14	1
Community size:											
Metropolitan	441	39	11	18	10	24	1	8	15	15	1
Urban	427	38	11	17	10	25	1	11	15	15	1
Rural	290	39	8	20	11	27	1	7	15	16	1
Household composition:											
Adults only	561	32	8	15	8	1	10	21	1	7	15
Adults and children	597	45	12	20	15	15	29	1	10	17	1
Household income:											
Lower	405	36	9	18	9	11	24	1	8	15	15
Middle	290	36	10	16	10	12	24	1	7	15	15
Upper	411	44	11	20	12	14	28	2	10	17	1
Age of householder:											
Under 30	207	41	10	18	12	12	27	2	7	19	15
30 - 39	224	44	13	18	13	15	28	1	11	17	15
40 - 49	264	44	12	18	13	15	27	2	10	15	17
50 - 59	222	37	9	20	8	13	24	1	10	14	15
60 and over	268	50	8	13	9	10	20	1	7	12	11
Education of householder:											
Grade school or less	262	36	9	17	10	11	24	1	6	17	15
Some high school	222	38	9	20	9	15	25	1	6	15	17
High school graduate	423	40	10	20	10	12	27	1	13	14	15
Any college	242	40	12	15	12	13	24	1	8	17	14

*Less than 1 percent
 1/ three respondents did not answer this question.

*Less than 1 percent

1/ Three respondents did not answer this question.

Question 24b: "Why would you buy (Concentrated milk) (Concentrated cream)?" [Asked only of those who indicated they would buy (Concentrated milk) (Concentrated cream).]

	U.S. total	
	Concentrated milk	Concentrated cream
	Percent	
Convenience	75	74
Would have long lasting qualities	29	39
Could have on hand if needed	20	22
For cooking, baking, whipping	10	8
Would save storage space	9	6
Could be frozen	8	9
Would be convenient to store, keep	7	7
Would be easy to prepare	6	4
Could buy in quantities, wouldn't have to shop as often	6	4
Would be convenient, handy	4	1
Would be good for camping trips, travel	3	2
Other convenience reasons	2	-
Qualified answers	25	25
If tasted good	16	9
If price were right	8	6
If the same food value	2	1
If it were as good	2	5
If it stays fresh, lasts longer	2	3
If no preservatives, additives	*	1
Other qualified reasons	2	4
Health	15	23
Would be nutritious, would have more food value, would be healthful	12	17
Would contain needed ingredients	2	1
Would be natural, not artificial	1	4
Would be lower in calories	*	1
Other health reasons	1	1
Would have a good flavor, real flavor	14	14
Would be less expensive	7	6
Other reasons	5	8
No answer	*	1
Total	141	151
Number of cases	449	361

*Less than 1 percent

Question 24b: "Why wouldn't you buy (Concentrated milk) (Concentrated cream)?" [Asked only of those who indicated they would not buy (Concentrated milk) (Concentrated cream).]

	U.S. total	
	Concentrated milk	Concentrated cream
	Percent	
Inconvenience	27	19
Would not be easy to prepare, serve	16	9
Would doubt long lasting qualities	6	6
Would take up too much space, inconvenient to store	6	5
Other inconvenience reasons	2	1
Health	13	9
Wouldn't be as nutritious, healthful	5	3
Could be higher in calories	2	4
Could lack ingredients needed for well balanced diet	2	*
Too much fat	1	1
Has specific health problem (allergy, heart, diabetes, etc.)	1	*
Higher in cholesterol	*	1
Other health reasons	1	1
Prefer fresh, real products	28	15
Could have unpleasant taste	19	10
Satisfied with what is available	9	10
Might be too expensive	4	5
General dislike	3	1
If tasted good	1	*
Dislike consistency	*	1
Qualified answers	*	1
Other reasons	2	1
Unfavorable comments about commodity (not new product form)	6	38
No answer	2	1
Total	114	111
Number of cases	706	698

*Less than 1 percent

Question 25a: "Would you buy long lasting milk or not?" 1/
 Questions 25c and 25d: "How sure are you that you would buy it?" "Do you think you would use long lasting milk regularly or just once in a while?" (Asked only if would buy it.)

Cases	Total	Would buy				How often			
		Absolutely sure	Quite sure	A little doubtful	No answer	Regularly	Once in a while	No answer	
Number		Percent							
U.S. total	1,158	48	11	21	15	1	20	26	2
<u>Community size:</u>									
Metropolitan	441	47	13	19	14	1	20	26	1
Urban	427	48	11	19	17	1	19	27	2
Rural	290	49	10	27	11	1	22	25	2
<u>Household composition:</u>									
Adults only	561	42	9	19	13	1	17	24	1
Adults and children	597	54	13	24	16	1	24	28	2
<u>Household income:</u>									
Lower	405	45	10	22	13	*	19	25	1
Middle	290	53	12	23	16	2	24	26	3
Upper	411	49	12	21	15	1	20	27	2
<u>Age of homemaker:</u>									
Under 30	207	61	13	29	18	1	29	30	2
30 - 39	224	50	14	19	15	2	23	25	2
40 - 49	206	45	12	20	13	*	19	25	1
50 - 59	222	46	10	20	14	2	17	25	4
60 and over	268	37	8	18	11	-	15	22	*
<u>Education of homemaker:</u>									
Grade school or less	262	43	11	20	11	1	20	22	1
Some high school	222	51	10	26	14	1	23	27	1
High school graduate	423	50	13	19	17	1	20	28	2
Any college	242	46	11	20	13	2	20	24	2

*Less than 1 percent

1/ Three respondents did not answer this question.

Question 25a: "Would you buy long lasting cream or not?" 1/

Questions 25c and 25d: "How sure are you that you would buy it?" "Do you think you would use long lasting cream regularly or just once in a while?" (Asked only if would buy it.)

Cases	Would buy					How often			
	Total	Absolutely sure	Quite sure	A little doubtful	No answer	Regularly	Once in a while	No answer	
Number	Percent								
U.S. total	1,061	36	7	19	0	1	9	26	1
Community size:									
Metropolitan	406	38	9	21	7	1	8	29	1
Urban	389	37	8	17	11	1	10	26	1
Rural	266	34	3	22	9	*	11	22	1
Household composition:									
Adults only	494	35	7	19	9	*	9	26	*
Adults and children	567	37	7	20	9	1	10	26	1
Household income:									
Lower	375	35	6	21	8	-	11	24	*
Middle	313	39	8	20	10	1	10	27	2
Upper	358	36	8	20	8	*	7	28	1
Age of homemaker:									
Under 30	218	41	8	21	12	*	12	28	1
30 - 39	177	37	8	20	8	1	9	27	1
40 - 49	206	38	6	24	8	*	8	30	*
50 - 59	186	35	10	19	6	-	10	24	1
60 and over	259	31	5	15	10	1	7	23	1
Education of homemaker:									
Grade school or less	211	35	5	21	9	-	10	24	1
Some high school	224	40	10	24	6	*	11	28	1
High school graduate	379	36	8	18	9	1	9	26	1
Any college	241	36	6	19	11	*	7	29	*

*Less than 1 percent

1/ Four respondents did not answer this question.

Question 25b: "Why would you buy (Long lasting milk) (Long lasting cream)?" [Asked only of those who indicated they would buy (Long lasting milk) (Long lasting cream).]

	U.S. total	
	Long lasting milk	Long lasting cream
	Percent	
Convenience	74	74
Would have long lasting qualities	62	63
Could buy in quantities, wouldn't have to shop as often	9	5
Could have on hand if needed	6	13
Would be easy to prepare	4	4
For cooking, baking, whipping	1	3
Would be good for camping trips, travel	1	*
Would be convenient, handy	1	1
Would save storage space	*	2
Would be convenient to store, keep	*	*
Other convenience reasons	1	*
Qualified answer	32	22
If tasted good	21	11
If price were right	8	5
If the same food value	5	4
If it stays fresh, lasts longer	4	6
If it were as good	1	1
If no preservatives, additives	1	1
Other qualified reasons	2	2
Health	22	28
Would be nutritious, would have more food value, would be healthful	18	21
Would be natural, not artificial	2	6
Would contain needed ingredients	1	1
Other health reasons	1	1
Would have a good flavor, real flavor	15	15
Would be less expensive	5	5
Other reasons	4	5
No answer	1	1
Total	153	150
Number of cases	554	386

*Less than 1 percent

Question 25b: "Why wouldn't you buy (Long lasting milk) (Long lasting cream)?" [Asked only of those who indicated they would not buy (Long lasting milk) (Long lasting cream).]

	U.S. total	
	Long lasting milk	Long lasting cream
	Percent	
Inconvenience	18	14
Would doubt long lasting qualities	13	10
Would take up too much space, inconvenient to store	4	4
Would not be easy to prepare, serve	1	1
Other inconvenience reasons	1	*
Health	14	8
Wouldn't be as nutritious, healthful	7	2
Could be higher in calories	2	4
Too much fat	1	*
Could lack ingredients needed for well balanced diet	1	-
Higher in cholesterol	*	1
Has specific health problem (allergy, heart, diabetes, etc.)	*	1
Other health reasons	1	1
Prefer fresh, real products	28	13
Satisfied with what is available	21	14
Could have unpleasant taste	20	10
Might be too expensive	6	5
If tasted good	1	*
General dislike	1	1
Qualified answers	*	2
Other reasons	*	1
Unfavorable comments about commodity (not new product form)	4	40
No answer	2	2
Total	113	110
Number of cases	601	671

*Less than 1 percent

Question 26a: "Would you buy skim milk cheese or not?" 1/
 Questions 26c and 26d: "How sure are you that you would buy it?" "Do you think you would use skim milk cheese regularly or just once in a while?" (Asked only if would buy it.)

Cases	Would buy						How often		
	Total	Absolutely sure	Quite sure	A little doubtful	No answer		Regularly	Once in a while	No answer
Number	Percent								
U.S. total	1,158	51	16	26	9	*	23	26	2
Community size:									
Metropolitan									
Urban	441	49	17	22	11	*	22	26	1
Rural	427	52	18	25	8	1	25	24	3
	290	53	13	32	8	-	23	29	1
Household composition:									
Adults only									
Adults and children	561	49	14	24	10	1	21	26	2
	597	53	18	26	9	*	25	28	*
Household income:									
Lower									
Middle	405	44	13	22	8	1	18	25	1
Upper	290	52	15	27	10	*	23	28	1
	411	59	21	29	9	*	30	27	2
Age of homemaker:									
Under 30									
30 - 39	207	50	12	26	12	-	18	31	1
40 - 49	224	54	17	30	7	*	25	28	1
50 - 59	206	50	18	25	7	*	26	23	1
60 and over	222	56	23	24	9	-	30	25	1
	268	45	12	22	10	1	19	24	2
Education of homemaker:									
Grade school or less									
Some high school	262	40	11	21	8	-	15	25	-
High school graduate	212	47	14	24	9	*	24	21	2
Any college	423	53	18	25	9	1	26	26	1
	242	63	20	32	11	*	26	34	3

*Less than 1 percent

1/ Four respondents did not answer this question.

Question 26a: "Would you buy milk bars or not?" ^{1/}

Questions 26c and 26d: "How sure are you that you would buy it?" "Do you think you would use milk bars regularly or just once in a while?" (Asked only if would buy it.)

Cases	Would buy					How often			
	Total	Absolutely sure	Quite sure	A little doubtful	No answer	Regularly	Once in a while	No answer	
	Number	Percent							
U.S. total	1,061	63	25	27	10	1	23	39	1
<u>Community size:</u>									
Metropolitan	406	61	26	26	8	1	22	38	1
Urban	389	65	26	25	13	1	22	42	1
Rural	266	66	23	34	8	1	27	39	*
<u>Household composition:</u>									
Adults only	494	51	20	22	9	*	16	35	*
Adults and children	567	74	30	33	10	1	29	44	1
<u>Household income:</u>									
Lower	375	57	23	25	9	1	19	37	1
Middle	313	66	29	27	9	1	26	40	*
Upper	338	68	26	31	10	1	25	42	1
<u>Age of homemaker:</u>									
Under 30	218	78	33	33	11	1	32	45	1
30 - 39	177	69	27	31	10	1	27	42	*
40 - 49	206	66	26	31	8	1	27	38	1
50 - 59	186	61	27	24	10	-	19	41	1
60 and over	259	45	15	19	10	1	12	32	1
<u>Education of homemaker:</u>									
Grade school or less	211	55	18	26	10	1	19	35	1
Some high school	224	68	30	30	7	1	27	41	*
High school graduate	379	68	28	28	11	1	24	43	1
Any college	241	61	23	29	9	*	22	38	1

*Less than 1 percent

^{1/} One respondent did not answer this question.

Question 26b: "Why would you buy (Skin milk cheese) (Milk bars)?" [Asked only of those who indicated they would buy (Skin milk cheese) (Milk bars).]

	U.S. total	
	Skin milk cheese	Milk bars ^{1/}
	Percent	
Health		
Would be lower in calories	77	68
Would be lower in fat	48	2
Would be lower in cholesterol	21	1
Would be nutritious, would have more food value, would be healthful	8	-
Would contain needed ingredients	3	10
Could be good method of getting the food value of milk, would be better for you than candy	2	5
Would provide energy	1	51
Other health reasons	*	5
	3	1
Qualified answer		
If tasted good	25	17
If price were right	20	7
If it were as good	4	4
If the same food value	2	3
If lower in calories, not fattening	1	2
Other qualified reasons	1	*
	1	2
Convenience		
Moist, will not dry out	11	40
For cooking, baking, shipping	7	*
Would have long lasting qualities	2	2
Would be convenient, handy	1	2
Could have on hand if needed	*	2
Would be handy for children, they would like it	*	2
Would be good for camping trips, travel	-	25
Would save storage space	-	7
Would be convenient to store, keep	-	1
Could be frozen	-	1
	-	1
Would have a good flavor, real flavor	8	10
Would be less expensive	4	*
General favorable comments	4	5
Other reasons	2	3
No answer	1	2
Total	132	145
Number of cases	591	673

*Less than 1 percent

^{1/} Chocolate-covered milk bars

Question 26b: "Why wouldn't you buy (Skim milk cheese) (Milk bars)?" [Asked only of those who indicated they would not buy (Skim milk cheese) (Milk bars).]

	U.S. total	
	Skim milk cheese	Milk bars ^{1/}
	Percent	
Health	20	37
Wouldn't be as nutritious, healthful	10	1
Need fats	5	*
Could lack ingredients needed for well balanced diet	3	1
Could be higher in calories	*	9
Could cause gastro intestinal problems	*	1
Has specific health problem (allergy, heart, diabetes, etc.)	*	6
Would not be a good method of getting milk	-	21
Higher in cholesterol	-	1
Other health reasons	2	1
Could have unpleasant taste	44	6
Satisfied with what is available	13	7
Prefer fresh, real products	12	9
Dislike consistency	7	*
General dislike	4	3
Inconvenience	1	3
Might be too expensive	1	4
If tasted good	1	1
Qualified answers	1	1
Other reasons	1	4
Unfavorable comments about commodity (not new product form)	9	29
No answer	2	3
Total	116	107
Number of cases	563	387

*Less than 1 percent

^{1/} Chocolate-covered milk bars

QUESTIONNAIRE

Bureau of Budget #40-570027
Expiration Date: 8/31/70

With the exception of check-box material, office record information, and free-answer space, the questionnaire used for this study is reproduced below in entirety. The cards used are reproduced at the end of the questionnaire. Instructions to interviewers are in upper case letters.

Hello, I am _____ of Crossley Surveys, Inc. an independent marketing research firm. We are conducting a study on behalf of the United States Department of Agriculture among homemakers to find out their opinions of certain kinds of food. Are you the person who usually decides which foods to buy for household use? (IF NO, ASK:) May I speak with the person who usually makes the decisions about which foods to buy?

1. SHOW CARD A Imagine that you are reading the food section of a home magazine that has five articles with the titles shown on this card.
 - a. Which one of these articles would you be most likely to read?
 - b. Which one would you be least likely to read?
2. In general, what kinds of foods do you serve almost every day in your household?
- 3a. SHOW CARD B Here's a list of health problems that might influence what some people eat. Which of these problems, if any, make a difference in what you or anyone else in your household eats? (IF "NONE", SKIP TO QUESTION 4)
- b. SHOW CARD C FOR EACH PROBLEM CHECKED, ASK: Which of the foods on this list, if any, do you or anyone else in your household cut down on or avoid because of (REASON)?
4. SHOW CARD D Here is a list of words and phrases that might be used to describe food. FOR EACH FOOD LISTED, ASK: Which of these words and phrases describe your opinion about (FOOD)? You may choose as many or as few as you wish. You do not have to pick one phrase from each pair on the card. Just pick those phrases that in your opinion apply. To save time you can read the numbers opposite the words and phrases.
 - 5a. You probably know about several imitation dairy products like nondairy creamers and whipped toppings. Do you think that the number of homemakers using these imitation dairy products is increasing, decreasing or remaining about the same?
 - b. SHOW CARD E Think for a moment about the differences between genuine dairy products and imitations. Which of these qualities, if any, would encourage some homemakers to use imitation dairy products? You can choose as many or as few as you like.
 - c. Which of these product qualities would encourage other homemakers to use genuine dairy products instead of imitations? Again, you can choose as many or as few as you like.
 6. SHOW CARD F FOR EACH LISTED FOOD, ASK: What percentage of fat, if any, do you think there is in (FOOD)? To save time you can read the letter on the card.
 - 7a. SHOW CARD G Which one of the statements on this card would you say best describes an adult's need for milk?
 - b. Which one statement best describes a teenager's need for milk?
 - c. Which one statement best describes a child's need for milk?
 - 8a. Do you and the other adults in your family drink as much milk as you feel they should? IF "YES" TO QUESTION 8a, SKIP TO QUESTION 9a
 - b. Why not?

- 9a. Have you ever used regular whole milk in your home? IF "NO" TO QUESTION 9a, SKIP TO QUESTION 9c
- b. In the past 12 months have you used regular whole milk in your home? IF "YES" TO QUESTION 9b, SKIP TO QUESTION 10
- c. What are your reasons for not using regular whole milk in your home (now)? SKIP TO QUESTION 12
10. Why do you buy regular whole milk for your family?
- 11a. On the average, about how many quarts of regular whole milk does your family use per week at home?
- b. In which ways is regular whole milk used in your home? (READ LIST) 1. For drinking 2. In baking or cooking 3. On cereal, in coffee or tea 4. In milk shakes, malts or hot chocolate
- c. Do you have regular whole milk on hand now?
12. Have you or have you not heard of low fat fluid milk? We do not mean dry nonfat milk or skim milk. IF "NO" TO QUESTION 12, SKIP TO QUESTION 16
- 13a. Have you ever used low fat fluid milk in your home? IF "NO" TO QUESTION 13a, SKIP TO QUESTION 13c
- b. In the past 12 months have you used low fat fluid milk in your home? IF "YES" TO QUESTION 13b, SKIP TO QUESTION 14
- c. What are your reasons for not using low fat fluid milk in your home (now)? SKIP TO QUESTION 16
14. Why do you buy low fat fluid milk for your family?
- 15a. On the average, about how many quarts of low fat fluid milk does your family use per week at home?
- b. In which ways is low fat fluid milk used in your home? (READ LIST) 1. For drinking 2. In baking or cooking 3. On cereal, in coffee or tea 4. In milk shakes, malts or hot chocolate
- c. Do you have low fat fluid milk on hand now?
16. What other types of milk, if any, have you used in your home in the past 12 months?
17. Have you or have you not heard of a beverage product where milk fat has been removed and replaced by vegetable fat -- sometimes called imitation milk? IF "NO" TO QUESTION 17, SKIP TO QUESTION 21a
- 18a. Have you ever used imitation milk in your home? IF "NO" TO QUESTION 18a, SKIP TO 18c
- b. In the past 12 months have you used imitation milk in your home? IF "YES" TO QUESTION 18b, SKIP TO QUESTION 19
- c. What are your reasons for not using imitation milk in your home (now)? SKIP TO QUESTION 21a
19. Why do you buy imitation milk for your family?
- 20a. On the average, about how many quarts of imitation milk does your family use per week at home?
- b. In which ways is imitation milk used in your home? (READ LIST) 1. For drinking 2. In baking or cooking 3. On cereal, in coffee or tea 4. In milk shakes, malts or hot chocolate

- c. Do you have imitation milk on hand now?
- 21a. SHOW CARD H Which of these products have you heard of?
- b. Which ones, if any, have you ever used in your home?
- c. Which ones, if any, have you used in the past 12 months in your home?
- d. Which ones, if any, do you have on hand now?
- 22a. I'd like to get some idea about the amounts of milk different members of your household drink? First, I'd like some background information. Please tell me the age and sex of each individual living and eating meals here. Start with yourself and then tell me about the others from the oldest to the youngest.
- b. SHOW CARD I Which of the statements on this card best describes the amount of regular whole milk you drink, if any? How much does (HOUSEHOLD MEMBER) drink, if any?
- c. Which of the statements on the card best describes the amount of low fat fluid milk you drink, if any? Again, we do not mean dry nonfat milk or skim milk. How much does (HOUSEHOLD MEMBER) drink, if any?
- d. Which of the statements on this card best describes the amount of imitation milk you drink, if any? How much does (HOUSEHOLD MEMBER) drink, if any?
- e. Which of the statements on the card best describes the amount of other milk you drink, if any? How much does (HOUSEHOLD MEMBER) drink, if any?
- READ Now we have just a few questions about some new products. Suppose that real dairy products -- not imitations -- became available in new and different forms. (HAND RESPONDENT CONCEPT CARD J.) Here is a brief description of a new dairy product. Please read the description and let me know when you have finished.
- 23a. If it were available, would you buy (dry whole milk) (powdered real cream) or not?
- b. Why would(n't) you buy it? IF "NO" TO QUESTION 23a, SKIP TO QUESTION 24a
- c. How sure are you that you would buy it?(READ LIST) 1. Absolutely sure 2. Quite sure 3. A little doubtful
- d. Do you think you would use (dry whole milk) (powdered real cream) regularly or just once in a while?
- 24a. SHOW CARD K Would you buy (concentrated milk) (concentrated cream) or not?
- b. Why would(n't) you buy it? IF "NO" TO QUESTION 24a, SKIP TO QUESTION 25a
- c. How sure are you that you would buy it? 1. Absolutely sure 2. Quite sure 3. A little doubtful
- d. Do you think you would use (concentrated milk) (concentrated cream) regularly or just once in a while?
- e. Would you prefer the frozen or sterilized product or wouldn't it make any difference to you?
- 25a. SHOW CARD L Would you buy (long lasting milk) (long lasting cream) or not?
- b. Why would(n't) you buy it? IF "NO" TO QUESTION 25a, SKIP TO QUESTION 26a
- c. How sure are you that you would buy it? 1. Absolutely sure 2. Quite sure 3. A little doubtful
- d. Do you think you would use (long lasting milk) (long lasting cream) regularly or just once in a while?

- 26a. SHOW CARD N Would you buy (skim milk cheese) (milk bars) or not?
- b. Why would(n't) you buy it? IF "NO" TO QUESTION 26a, SKIP TO QUESTION 27
- c. How sure are you that you would buy it? 1. Absolutely sure 2. Quite sure 3. A little doubtful
- d. Do you think you would use (skin milk cheese) (milk bars) regularly or just once in a while?

Finally, just a few more background questions and this will complete the interview.

27. What was the last grade you completed in school?
28. SHOW CARD N For statistical purposes, we need to know which group your household income is in. Please look at this card and tell me the letter that shows your household's total annual income for 1969 before taxes. You should count all kinds of income for every member of the household living here -- such as wages, interest, dividends, net income for any business, etc.

CARDS USED IN THE INTERVIEWS

CARD A

"How to save money on food"	"Adding appeal and variety to your menus"
"How to give your family more nourishing meals"	"How to save time in preparing meals"
"Cutting calories -- meals for weightwatchers"	

CARD B

Allergies or skin problems	Digestive problems
Weightwatching or trying to lose weight	Concern about heart disease or circulatory problems

CARD C

Fried foods	Butter	Cream
Potatoes	Regular whole milk	Salt
White bread	Eggs	Sugar, candy, sweets

CARD D

Builds strong teeth and bones	Does not build strong teeth and bones
Low in calories	High in calories
High in iron	Low in iron
Low in fat	High in fat
High in vitamins	Low in vitamins
High cost per serving	Low cost per serving
High in protein	Low in protein
Not easy to digest	Easy to digest
Important in a balanced diet	Not important in a balanced diet
Most teenagers do not like the taste	Most teenagers like the taste
High in calcium	Low in calcium
Most children do not like the taste	Most children like the taste
Builds strong muscles and bodies	Does not build strong muscles and bodies
Most adults do not like the taste	Most adults like the taste
Low in cholesterol	High in cholesterol
Does not provide long lasting energy	Provides long lasting energy
Good value for the money	Not a good value for the money

Not good for people concerned about heart disease or circulatory problems - - - - -	Good for people concerned about heart disease or circulatory problems
Keeps well - - - - -	Does not keep well
Not good for people watching weight - - - - -	Good for people watching weight

CARD E

Taste
Calorie count
Price

Keeps well
Cholesterol
Advertising

Food value
Saving refrigerator space
Purity, absence of harmful additives

Convenience, ease of use
Availability
Appearance

CARD F

- A. No fat
- B. Up to 5% fat
- C. Between 5% and 9% fat
- D. Between 10% and 19% fat
- E. Between 20% and 29% fat
- F. Between 30% and 39% fat
- G. Between 40% and 49% fat

- H. Between 50% and 59% fat
- I. Between 60% and 69% fat
- J. Between 70% and 79% fat
- K. Between 80% and 89% fat
- L. Between 90% and 99% fat
- M. All fat, 100%

CARD G

Should drink 8 or more glasses of milk a day
Should drink about 7 glasses of milk a day
Should drink about 6 glasses of milk a day

Should drink about 5 glasses of milk a day
Should drink about 4 glasses of milk a day
Should drink about 3 glasses of milk a day

Should drink about 2 glasses of milk a day
Should drink about 1 glass of milk a day
Can get all the milk needed in foods like cheese and ice cream

Milk has no real bearing on health needs
Milk is more harmful than good for health

CARD H

Margarine
Real butter
Table cream

Half & Half
American cheese
Cottage cheese

Any other types of cheeses
Ice cream
Ice milk

Real cream whipped toppings in an aerosol can
Nondairy whipped toppings in an aerosol can, often called imitation whipped cream
Frozen nondairy whipped toppings, often called imitation whipped cream

Nondairy creamers in liquid or frozen form, often called imitation table cream
Powdered nondairy coffee creamers

CARD I

8 or more glasses a day
About 7 glasses a day
About 6 glasses a day

About 5 glasses a day
About 4 glasses a day
About 3 glasses a day

About 2 glasses a day
About 1 glass a day
Less than 1 glass a day

Never drink it

CARD J -- (White card)

Dry whole milk is regular whole milk from which all water has been removed. It could be bought as a powder or crystal. It would be cheaper than fresh whole milk and keep for 6 months in the refrigerator or for 6 weeks when not refrigerated. When mixed with the specified amount of water it has the same food value and flavor as fresh whole milk.

CARD K -- (White card)

Concentrated milk is regular whole milk which has a large amount of water removed. It can be bought frozen and kept in a freezer up to 6 weeks, or it can be bought sterilized in a can and kept on the shelf unrefrigerated for up to 6 weeks. When the specified amount of water is added, it has the same food value and flavor as fresh whole milk.

CARD L -- (White card)

Long lasting milk has been treated the same as pasteurized milk, except that the methods of heating, packaging and handling will make the milk keep longer in the refrigerator. The food value is the same as regular milk, and the flavor is about the same.

CARD M -- (White card)

Skin milk cheese is cheese made from milk which has most of its fat removed. It contains more moisture and less milk fat than cheese made from whole milk.

CARD N

- A. Under \$3,000
- B. \$3,000 - \$4,999
- C. \$5,000 - \$5,999
- D. \$6,000 - \$6,999
- E. \$7,000 - \$7,999
- F. \$8,000 - \$8,999

CARD J -- (Blue card)

Powdered real cream is real cream from which all water has been removed. It would keep anywhere unopened for 6 months, and after opening, for 2 weeks. It could be added to coffee and would taste like fresh cream. When mixed with the specified amount of water, it could be used on cereals and desserts like liquid cream.

CARD K -- (Blue card)

Concentrated cream is real cream which has a large amount of water removed. It can be bought frozen and kept in a freezer up to 6 weeks, or it can be bought sterilized in a can and kept anywhere for up to 6 weeks. When the specified amount of water is added, it has the same food value and flavor as fresh cream.

CARD L -- (Blue card)

Long lasting cream has been treated the same as pasteurized cream, except that the methods of heating, packaging and handling will make the cream keep longer in the refrigerator. The food value is the same as regular cream, and the flavor is about the same.

CARD M -- (Blue card)

Milk bar contains all of the milk solids in a chocolate covered candy bar form. It has the same food value as a glass of whole milk.

- G. \$9,000 - \$9,999
- H. \$10,000 - \$10,999
- I. \$11,000 - \$11,999
- J. \$12,000 - \$12,999
- K. \$13,000 - \$13,999
- L. \$14,000 and over